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POSDATA Group Hires Naomi Frias to Develop Strategy and Boost Sales for Mobile Payments Business Unit

GIG HARBOR, Wash. November 6, 2018 – POSDATA Group, Inc., the premier North American distributor of secure payment solutions, today announced the hiring of payments expert Naomi Frias as business development manager. Ms. Frias brings marketing and business development skills, proven experience in account management with expertise in strategic planning and a strong analytical mind that's primed for forecasting and market research.

"We are looking to aggressively expand our mobile payments business unit," said Jeffrey Creighton, POSDATA President and CEO. "With Naomi on board, POSDATA can evolve its market position by cultivating unique business relationships, developing new revenue streams, and growing our existing book of business," added Creighton. "We are pleased to welcome her to the POSDATA team."

"I'm thrilled to join the POSDATA team. With almost a decade of experience in mobile payments, I believe this is a great fit," said Ms. Frias. She concluded, "I look forward to accelerating sales for POSDATA and expanding its business in the mobile payments space."

Ms. Frias comes to POSDATA with nearly a decade of experience in the payments industry, developing relationships and generating sales for several companies, including Anywhere Commerce, Infinite Peripherals and ID Tech.

About POSDATA Group, Inc.

POSDATA Group, Inc. is the premier payments systems distributor for the North American channel. We build lasting relationships with OEM vendors and channel partners based on integrity, expertise and service excellence. Our seasoned professionals have deep domain expertise, which enables them to customize solutions to meet unique commercial requirements that drive real business results.

Founded in 1973, POSDATA is headquartered in Gig Harbor, Wash. and is privately held. The company has a certified point-to-point encryption (P2PE) key injection and distribution center in Louisville, Ky and sales offices around the country. In addition to offering leading payment equipment brands, POSDATA provides comprehensive, single-source deployment, configuration, installation and support services. For more information, please visit posdata.com.



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