

FOR IMMEDIATE RELEASE
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NEW ADDITION TO SOFTRIDE SALES TEAM

Bellingham, WA - Softride has hired Carrie Hamilton as a new addition to the inside sales team. Carrie comes aboard as a Sales Manager, bringing over 7 years of customer service experience in outdoor sports related sales. Before working at Softride, Carrie worked at KAVU as a Dealer Services Manager and also held a position at Pearl Izumi as a Customer Service Representative.

With a strong belief in customer service, Carrie tries to incorporate a winning philosophy into her management style. "Successful sales management means understanding your market and its' customers by providing your sales team with the appropriate resources needed for creating and maintaining consistent sales."

Understanding the unpredictable nature of the industry, she believes in never underestimating the power of a consumer. Carrie will be working closely with the inside and outside sales team to ensure that a regular customer turns into a promoter of the product.

A recent resident of Whatcom County, Carrie is a dedicated multi-sport enthusiast with several 10k races and a triathlon under her belt. When doing an event, Carrie only competes against her personal best but believes in having fun and enjoying the experience.

For more information on Softride products, call 1-800-557-6387.

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