



For Immediate Release

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Traxo Expands Sales Team

DALLAS, TX – May 6, 2022 –[Traxo](#), Inc., the world’s only provider of real-time corporate [travel data capture](#), today announced the expansion of its sales department. Joining the Traxo sales team are Aash Shrivah and Sarah Smith, both of whom’s mission is to help corporate travel departments worldwide obtain full visibility into all of their employee business travel bookings and expenses, regardless of where or how the travel is booked.

Traxo's new Vice President of Sales for the Eastern Region, Aash Shrivah, is based in the New York City area. Aash brings to Traxo more than 25 years of corporate travel experience, having been responsible for sales at several large TMCs (travel management companies) including several of the [Travel Weekly Power List](#) Top 50 TMCs, as well as at business travel technology providers Deem and ITS. Aash is well known in the travel industry as a result of his popular weekly podcast, "[What's Up in Business Travel](#)," and through his involvement in [TAMS](#), where he serves as Technology Committee Chair.

“For decades, the corporate travel industry has been challenged with the problem of employees booking an average of 40 percent of travel outside their companies’ preferred booking channels,” shares Aash Shrivah. “In my experience working at TMCs over the years, business travelers – for a variety of reasons – continue to book their travel outside of designated booking tools and these invisible bookings create a huge challenge for corporate travel managers in regards to their duty-of-care obligations. The fact that Traxo provides a game-changing solution to this decades-old problem is incredibly exciting to me.

“Traxo is at a stage in its growth trajectory where my background fits incredibly well and I am

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thrilled to be surrounded by such a talented team of travel industry experts who always put the customer first,” Aash said.

Based in Malaysia, Sarah Smith joins the Traxo sales team as Global Enablement Manager, filling a new position at the Company. With more than 14 years experience working with and for several global TMCs and travel consultants, including Portman Travel, Radius Travel, Clarity, CTM, and PTC, she will support the sales team in responding to the recent surge of interest in Traxo's services. She will manage top-of-sales-funnel client prospecting and qualification, as well as support all client relationships globally.

“We are delighted to have both Aash and Sarah join Traxo at such an exciting inflection point in our growth,” said [Traxo Chief Executive Officer and Founder Andres Fabris](#).

“As well-respected sales executives with deep travel domain expertise and proven track records in successfully expanding companies, Aash and Sarah are important and timely additions to our team,” Fabris noted, “Their combined 40+ years of experience directly within the corporate travel ecosystem and proven track records of success will undoubtedly benefit our growing list of partners and corporate clients as Traxo continues to expand. I’m confident that Aash and Sarah will help ensure Traxo continues to provide the exceptional level of responsiveness and service that companies have come to expect from us.”

About Traxo

Dallas-based Traxo, Inc., the [world’s only provider of real-time corporate travel data capture](#), allows companies to finally gain full visibility into all employee travel regardless of source, eliminate blind spots with fully automated pre-trip auditing, and ensure the [health and safety](#) of all their employees through enhanced duty of care. Founded in 2008, Traxo clients and [partners](#) include Amex GBT, EY, Mckinsey & Co, [ARC](#), Delta Air Lines, United Airlines, Lufthansa, Easy Jet, Tripadvisor, Coupa, [Chrome River](#) / Emburse, [International SOS](#), [WorldAware](#), [ZS Associates and many more](#). Three recent *Business Travel News* Travel Managers of the Year use Traxo, and *The Business Travel Magazine* recently named the Company to its [2021Tech HotList](#), a list of the “top tech innovators shaking up the industry.” With Traxo, corporations reduce risk, improve traveler safety and maximize savings. Learn more at www.traxo.com or follow us on Twitter and LinkedIn.

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