



## **Kerry Frederick Joins the SOAR Performance Group Team**

### **New Practice Leader Expands Global Sales Capabilities for Increasing Client Sales Performance**

Atlanta, GA – SOAR Performance Group announces the addition of Kerry Frederick as a SOAR Practice Leader. Kerry brings to his affiliation with SOAR extensive experience as an executive leader and front-line contributor to the global growth of technology and consulting firms. His experience includes both successful U.S. and International product launches to penetrate new markets and drive global expansion. This includes putting in place direct sales teams, building channel strategies and alliance partnerships for accelerating growth.

Teams that he has lead have delivered over \$500 Million in services and product revenue at enterprise resource planning leader, Management Science America/Dun and Bradstreet Software; sales force automation (CRM) innovator, Sales Technologies; management consulting firm, The North Highland Company and Intradiem, the leader in frontline, intraday performance improvement.

“We are thrilled to have Kerry as a part of the SOAR team. His extensive experience in developing and leading teams in executing global sales strategies will be extremely valuable to our work in helping clients transform the way they sell,” says Charlie Thackston, President and co-founder of SOAR Performance Group.

“SOAR provides a unique opportunity to do the things that I enjoy most; helping individuals build skills, teams execute more effectively and companies accelerate revenue growth through a differentiated customer experience. All of this while leveraging the world-class capabilities of SOAR in delivering real business impact for their clients,” says Kerry Frederick, Practice Leader, SOAR Performance Group.

To learn more about other members of the team at SOAR Performance Group, go to <http://SoarPerformanceGroup.com/our-team/>

#### **About SOAR Performance Group (<http://SoarPerformanceGroup.com/>)**

SOAR Performance Group is a client-focused sales consulting and training company that concentrates on sales performance improvement. We accelerate results for our clients through the development and execution of new sales and go-to-market strategies. Clients achieve success through a unique process of insights, diagnostics, consulting and training centered on a comprehensive understanding and connection to each client’s business.