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**NEWLY APPOINTED TRACE3 SERVICES LEAD TO SCALE PORTFOLIO THROUGH CLIENT-CENTRICITY**

*Apo Hagopian prepares to unlock the next chapter of Trace3's "client-first" services model*

**IRVINE, CALIF. – July 30, 2024** – Business transformation consultancy, Trace3, ramps up its venture towards continued services portfolio growth and delivery with Apo Hagopian at the helm as the company's new senior vice president of services.



As the technology landscape becomes more complex, Hagopian plans to push Trace3's services strategy into a more collaborative alignment between addressing client needs and enabling the company's talent with new offerings, tools, and processes that are essential for a client-focused mindset.

"I believe the best services organizations operate with a thoughtful and measured approach, they 'move slow to go fast,'" Hagopian said. "That means taking the time to embrace the complexities and sensitivities inherent to each client without losing sight of their broader objectives and driving towards

achieving them."

Hagopian comes to Trace3 with more than a decade of experience leading and transforming services organizations. Throughout his career, he's demonstrated exceptional abilities to elevate and expand offerings and capabilities, meet the needs of the fast-evolving industry, and help organizations take market share.

"What truly sets Apo apart is his diverse background and a broad perspective that equips him with a finely tuned understanding of our industry's challenges and opportunities," Trace3 President Joe Quaglia said. "He's positioned perfectly to drive additional growth and innovation for our team, and to fuel our services-first strategy."

Hagopian believes his extensive experience combined with his desire to help clients elevate makes Trace3 the perfect organization for him to join.

"The forward-looking vision of the company with its focus and investments in AI, data, security, cloud, and innovation make Trace3 the ideal organization for any impactful leader to join," Hagopian said. "Trace3's impressive leadership team, brand, and high-performance culture sealed the deal for me."

**About Trace3**

Trace3 delivers business transformation. The firm consults on, integrates, and operates convergent solutions across data, security, and cloud that embrace emerging technology and drive measurable business value for its clients. For more information, visit [trace3.com](https://trace3.com).

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