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TRACE3 EXPANDS EXECUTIVE TEAM TO ACCELERATE ITS NEXT PHASE

Robin Lykins named Chief People Officer; Sean Middleton named Chief Transformation Officer as Trace3 strengthens leadership team for scale

IRVINE, CALIF. – May 28, 2026 – Technology solutions provider and digital transformation consultancy Trace3 announced the appointments of Robin Lykins as Chief People Officer and Sean Middleton as Chief Transformation Officer. These new roles reflect a deliberate shift in how Trace3 builds its future, expanding the leadership team as the company sharpens execution, scales the business, and advances long-term priorities.

As AI reshapes the technology landscape, companies are being challenged to evolve how they build skills, support teams, and scale transformation. For Trace3, this is the right moment to formalize leadership around both people and transformation. The company’s growth strategy has long centered on its teammates, and these appointments reflect a continued investment in making sure Trace3’s culture, capabilities, and operating model are ready for what comes next.

“Technology is moving faster than ever, but it’s people who decide whether transformation sticks,” Joe Quaglia, Trace3 CEO said. “We’re expanding our leadership team to help our teammates and clients navigate today’s rapid market with confidence. Robin and Sean are here to ensure we continue to scale with a strong culture, market-leading skills, and a business built for long-term opportunity.”

As Chief People Officer, Lykins is championing the full teammate experience – from how Trace3 attracts and develops talent, to how it creates inclusive, high-trust environments where individuals can grow their careers. As Chief Transformation Officer, Middleton’s focus is on orchestrating Trace3’s strategic evolution, aligning business model, operating structure, and go-to-market motions around a unified vision for the company’s future.

The two roles are intentionally intertwined, mirroring how growth in the AI era requires both the right strategy and the right people to carry it forward.

Over the past five years, Trace3 has continued to mature as an organization, strengthening the systems, structure, and operational rigor needed to scale, while never losing sight of the culture and skill development that have long differentiated the company. Integrating these roles into the executive team builds on that foundation and positions Trace3 to keep growing with intention.

“This is about helping our teammates grow with the business and with the market,” Quaglia said. “We are building on a strong culture and continuing to create an environment where people feel supported, challenged, and equipped for what’s next.

Middleton’s transformation mandate reflects the growing complexity of the technology landscape and the need for greater simplicity and coherence for clients.

“Technology leaders are asking less about ‘what tool should we use?’ and more about ‘how do we build an organization that can keep up?’” Quaglia said. “Trace3’s evolution parallels that. We are connecting strategy, structure, and culture so our teams are empowered to respond quickly, innovate boldly, and deliver measurable value in a market that never stands still.”

The introduction of the Chief People and Chief Transformation Officer roles also reinforces how Trace3's AI strategy and people strategy go hand in hand. This new era of Trace3's people-centric approach underpins how the company evaluates investments, partnerships, and new capabilities, ensuring that innovation is always grounded in sustainable, human-powered growth.

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.

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