

SenSource announces new Technical Sales Representative

FOR IMMEDIATE RELEASE

YOUNGSTOWN, OH, April 27, 2012 – [SenSource Inc](#), a [retail traffic monitoring](#) analytics company, is pleased to announce the addition of Chris Listorti as Technical Sales Representative to their team.

“We are extremely happy to add Chris to our sales team. We feel her friendly, outgoing personality is and will continue to be a great asset for our clients now and in the future,” President Joseph Varacalli said.

Listorti, a Poland, OH resident brings with her over 20 years of sales experience. She most recently held the position of Regional Sales Manager, Northeast & West Coast Region at LM Case, Inc.

“I’m thrilled to be working for such an innovative company with great people here at SenSource that are so knowledgeable in their fields. In my years of working in a variety of markets, building relationships to provide great customer service has always been very important to me,” Listorti said.

About SenSource

SenSource is an Ohio-based, privately-held technology company providing foot and vehicle traffic monitoring analytics since 2002. Designed to operate in both small and large scale business environments, SenSource’s people counters and [video analytics](#) are currently employed in over 40 countries in retail, casino, entertainment, library, government and healthcare entities.

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