

**FOR IMMEDIATE RELEASE**

**LocateSmarter Announces Alex “SkipGuru” Price as Director of Training and Development**

*Data industry leader joins team to enhance customer education and expand markets*



*Alex Price joins LocateSmarter*

CEDAR FALLS, IA – October 28, 2020 – LocateSmarter, a data and analytics company, announced today that [Alex “SkipGuru” Price](#) has joined the company as Director of Training and Development, effective October 1. In this role, Price will use his experience in skip tracing to bring LocateSmarter’s online search platform to expanded markets.

Price is a nationally recognized expert in the art of skip tracing and cyber-tracking. He joins LocateSmarter with over thirty-five years of experience in the data and skip tracing industries. His focus is on educating and supporting clients when using tools such as online search platforms. In his past roles, he was key in developing client trainings and support documentation to enhance user experience.

“I’m very proud to join the team at LocateSmarter,” Price stated. “Their commitment to providing the best data and experience is like none I have seen before. In my 35 years in the industry they have the best overall matching logic, and their ability to customize their platform to meet your needs is unparalleled.”

Price was the first skip tracer to achieve certification through the Certified Asset Recovery Specialist (CARS) National Certification Program and is the only skip tracer admitted for membership to Time Finance Adjusters (TFA). When not officially representing LocateSmarter, Price teaches skip tracing classes and is an active blogger for his members-only community at [www.skipguru.com](http://www.skipguru.com).

[Jonathan Brooks](#), LocateSmarter President, said “Alex Price continues to transform skip tracing into an art and we are fortunate to have him join our team at LocateSmarter. Alex understands data as it relates to industry need, and his experience in the world of skip tracing is unsurpassed.”

To find out more about Price’s new role with LocateSmarter contact him at [alex.price@locatesmarter.com](mailto:alex.price@locatesmarter.com).

**About LocateSmarter®**

LocateSmarter, LLC, a subsidiary of [CBE Companies](#), was formed in 2012 with a mission to deliver next generation data and analytics solutions for multiple industries. The company offers batch skip tracing products, an online search platform, and compliance solutions.

LocateSmarter has been recognized as an [Employer of Choice](#) and received the [2016 Top Collection Product Award](#). For more information on LocateSmarter and its products, please visit [www.locatesmarter.com](http://www.locatesmarter.com) or call 888-254-5501.

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