

## Smartroad Tools Newsletter – 9 January 2018

**Subject:** Building our team

Dear Colleague,

Thank you for your interest in Smartroad Tools™, our patent-pending technology for monitoring the state of the earth under critical infrastructure such as rail tracks, roads and flood prevention dikes.

As we continue our progress through the [science and technology focused SPRINT business accelerator program](#), we are trying to identify what roles we need to add to our team in order to succeed. We've identified and reached out to a number of experts whom we hope will join us as long term advisers, but we also recognize several important positions that will require full time, committed individuals.

In particular, we know we need a **marketing and business development manager**. This role requires a fairly senior person who can help us publicize our work, find potential partners or licensees, and network within our target industries. To be honest, we don't really know how to find such a person or what his/her qualifications should be. Certainly expertise in digital marketing and social media would be useful. On the other hand, this person should also be very familiar with at least one of our target industries (rail, road, airports, water management) so that he/she will have existing contacts and connections which we lack.

If you have any suggestions regarding individuals who might be interested in such a position, in Thailand, Singapore or possibly in the United States, we hope you will share this information with us.

As always, we appreciate your knowledge, contributions and support.

We wish you a peaceful, productive and prosperous new year.

Best regards,

Sally Goldin & Kurt Rudahl

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