

Trueblue continues its Internationalization Process and opens new Headquarters in Madrid, Spain

October 31st, 2019

Madrid (Spain) October 31st, 2019 Trueblue announces the opening of a new office in Madrid, Spain, with the aim of continuing to ensure presence and support in Spain.

“The opening of a new office in Spain is a major step in the internationalisation process undertaken by Trueblue” says **Marco Bonesini, CEO & Co-Founder of Trueblue.**

About Trueblue

Founded in 2003 in Verona, Italy, Trueblue provides advanced software solutions based on proprietary technology integrated with artificial intelligence tools, together with dedicated professional services, to global customers in the lifescience sector. The company's core business is based on tools that improve the performance of the pharmaceutical sales force, integrate data from multiple sources and offer the user a 360° view of the customer, facilitating the implementation of a true omnichannel strategy, through the processing of proactive contextual information and real-time insights.

Contacts:

Martina Fiore – Marketing Manager, Trueblue
Mobile +39 320 6338116 – Email: martina.fiore@truebluecorp.com