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## **Candoo Tech Welcomes James Fothergill as Head of Sales & Business Development**

### ***Seasoned Tech Sales Executive Accelerates Expansion in Senior Living and Healthcare***

NEW YORK, NY -- January 12, 2022 - As demand for tech support and training for older adults increases, Candoo Tech is pleased to welcome James Fothergill, a seasoned tech sales executive, to join the team as Head of Sales and Business Development. James brings to Candoo more than 15 years experience in helping technology companies around the globe increase revenue, reduce costs and significantly enhance the customer experience.

“James’ experience building sales teams to bring technology to senior living and hospitality communities will help Candoo accelerate our growth to the next level,” says Liz Hamburg, Founder and CEO of Candoo Tech.

Prior to joining Candoo, Fothergill held senior sales leadership positions with tech companies in the senior living and hospitality industries including Volara, Hudini & Intelity, where he designed and executed sales & marketing strategies to support rapid growth. Fothergill is passionate about helping seniors do more with the technology they already have in their hands today, a passion which comes from caring for his own mother, who at 80 yrs old recently embraced the Apple Watch - and had a few questions!

“This is an exciting time to be joining Candoo Tech,” Fothergill said. “Senior’s today are becoming increasingly more tech savvy and now more than ever are using technology to stay connected, engaged and empowered. Supporting older adults to do more with their technology requires a specialist approach and Candoo Tech have a very unique proposition to address this need. I could not be more excited to be joining Liz and the team to assist in the growth of the company and to help make a real difference to the lives of so many.”

With a “Candoo” attitude and unique flair for building relationships, Fothergill will lead the company's efforts to bring the value of its solution to senior living and healthcare organizations around the world. In James’s spare time he can be found fishing the Florida coastline and supporting his favourite football (soccer) team - Manchester United FC.

### **About Candoo Tech**

Candoo Tech provides tech support and training specifically designed for older adults to help them stay safe, independent and connected. Candoo’s services are provided remotely, nationwide by U.S. based Tech Concierges who are specially trained to work with older adults. The company was founded by entrepreneur Liz Hamburg in 2019 and has been working with

older adults and their families directly as well as with senior living facilities and other organizations. Candoo has seen that with the proper training and support, older adults realize that they ‘candoo it.’” Candoo Tech is a proud member of the inaugural class of Techstars Future of Longevity Accelerator in partnership with Pivotal Ventures, an investment and incubation company created by Melinda Gates. For more information go to [www.candootech.com](http://www.candootech.com) .

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