



Hectre Champion Adds Global Customer Service Award to Startup's Cabinet

On March 3, Washington local Ali Velasco was seated with his wife Cecilia Arroyo at a red carpet gala event in Las Vegas. He took a look around and realised that he was surrounded by some of the most successful companies in the world.

Velasco, who works for award-winning fruit tech company Hectre, had been invited to attend the 2023 Stevie Awards for Customer Service after being nominated by his company. The Stevie Awards are considered one of the most prestigious awards programs in the world of business due to their rigorous judging process, high standards of excellence, and global recognition. More than 170 judges scrutinize the nominations and only companies demonstrating a deep commitment to outstanding customer service gain consideration.



Velasco grew up in Sunnyside in the Yakima Valley, Washington and for the past five years has lived in Yakima. He joined Hectre nearly four years ago and has been pivotal in the company's growth, working with fruit farmers, packers and enterprise across the West Coast and beyond. Hectre helps farmers to optimize their orchard performance with simple to use orchard management apps.

They are also industry leaders in mobile early fruit sizing technology which is transforming how packhouses gain early fruit size data, and are double award winners in the global AgTech Breakthrough Awards.

Velasco was awarded a highly coveted Bronze Stevie Award on the night and was in fine company. Joining him with bronze awards in his category, were tech giants IBM and HP. “Winning this award was hugely humbling. It's crazy because there were so many global enterprises at the awards ceremony. The fact that I was there representing Hectre amongst all those titans of industry, really made me proud of who we are and what we bring to the table,” stated Ali.



Hectre CEO and Co-founder Matty Blomfield was quick to congratulate Velasco on the win. “Ali lives and breathes our values. He has a deep understanding of the challenges the growing community faces, and is extremely pro-active in supporting their success, and our customers recognise this. Going above and beyond is his normal and we are so happy that his efforts and care for our customers have been recognised on a global level.”

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