

ALTO welcomes Christy Bauswell, Vice President, Business Development & Sales

In her role as Vice President, Business Development & Sales, Christy will spearhead ALTO's efforts in driving meaningful change and creating safer communities. With her deep industry knowledge and extensive relationships, she will be a great asset to the team. ALTO is confident that Christy's exceptional track record will further strengthen their commitment to delivering innovative solutions tailored to the safety needs of their clients.

"I am very excited about Christy joining the ALTO team and helping to support our mission of creating safer stores for the people who work and live in our communities, by bringing strategic stakeholders together to ensure that retail is the safest environment it can be", said Rhett Asher, SVP, Partnership Development for ALTO USA.

Bauswell said, "My heart has been in retail since I started my career. The people, the ever-changing challenges and uniqueness of retail are what fuel my passion. Witnessing firsthand how things have changed over the past 25 years has driven me to want to see change for the better, and to be part of that change. I am truly excited to join the outstanding ALTO team on that mission to help bridge those gaps and make the retail community safer.

With an unwavering commitment to driving positive change and a profound passion for the retail industry, Christy brings extensive experience and expertise to the organization. Her remarkable journey began as a CCTV trainer for retail end users, where she has spent over 25 years witnessing the transformative power of change. Possessing a diverse skill set and an impressive track record in consultative solutions partnerships, sales, and product strategy, Christy's appointment propels ALTO to new heights in servicing the retail industry.

About ALTO

ALTO is a people-first, technology enabled, community focused company that helps reduce crime, risks, and other business disruptions to the retail environment; making employees & members of the community feel safer working & shopping in their local stores. ALTO works with retailers, law enforcement, prosecutors, nonprofit organizations, and government officials to forge strong relationships and effect real change—in stores, communities, and courtrooms across the country.