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SMS Assist Announces Expanded Sales Team

Former Waste Management, Guardian Waste Group Executives Lead Business Expansion Efforts

CHICAGO, April 24, 2014 – SMS Assist today announced it expanded its sales team to include three veteran professionals. The Chicago-based company uses technology to provide facilities maintenance for national and Fortune 500 customers at more than 50,000 locations through its network of 28,000 affiliates.

Ric Hobby is SMS Assist’s newly named senior vice-president of sales, with responsibility for growing SMS through new sales and business development. Hobby comes to SMS Assist from Waste Management, where he was a senior director with responsibility for Walmart. He has two decades of experience managing national accounts and national sales organizations in the facilities maintenance industry, with special expertise in food and retail, hospitality, restaurant and exterior services.

Gay Chambers joins SMS Assist as director, national sales, with responsibility for new business development across all lines. Chambers, formerly a senior vice president with Guardian Waste Group, brings extensive experience in the food and retail markets, as well as long-standing affiliations with RFMA, PRSM and SPECS.

Matt Milia, was also named director, national sales. Matt has 25 years of operations, business development and national account experience, with a deep understanding of all retail store services. His prior experience includes operational and executive sales leadership roles with PepsiCo, Pepsi Bottling Group and Waste Management Sustainability Services.

“SMS Assist’s exponential growth will accelerate with the expansion of this experienced, knowledgeable team. These professionals have long records of success demonstrating the value of the outsourced model and are already having a major impact on our sales pipeline,” said Mike Rothman, SMS Assist chief executive officer.

Using its technology, SMS Assist is able to lower costs and increase quality for customers. The company’s fully integrated team of affiliates has expertise in more than 45 trade services and provides critical maintenance such as floor cleaning, snow removal, landscaping and other interior and exterior services.

About SMS Assist

[SMS Assist](#) provides facility maintenance services to more than 50,000 locations through its smart technology platform. Using technology to integrate its 28,000 affiliates, SMS Assist lowers costs while increasing quality and transparency for its roster of national and Fortune 500 customers. SMS Assist is a [Pritzker Group](#) portfolio company. Get smart. Get SMS.

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