



PRESS RELEASE

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Veritas Claims Expands the Sales & Marketing Department By Hiring Ed DeMask as Director of Sales & Marketing

JOLIET, Illinois (Wednesday, February 27, 2013) – Veritas Claims, a leading national company of insurance claims adjusters and investigators, has expanded its sales and marketing efforts with the hiring of Ed DeMask as Director of Sales and Marketing.

According to Veritas Director of Claims Management, James Nowak, the expansion is part of a greater strategic plan that allows for growth of the company over the next few years.

“We’ve been growing at a strong pace and have been working towards this expansion, so this is a great day for Veritas to know we’ve reached this level in our growth,” Nowak said. “As we participate in more industry associations and continue to grow our client base, the need for sales and marketing support has been vital and we’re proud to be able to bolster our team. We’re looking forward to Ed’s leadership and strategic market development support for years to come.”

DeMask brings to Veritas a long-time agency background, having launched his own successful marketing firm seven years ago after spending 10 years supporting other full-service marketing agencies in the Chicago market. His clients over the years have included financial services, construction, insurance and other related companies, from Fortune 500-size firms to regional operations. In addition, he is a former newspaper reporter for the Daily Herald and Kane County Chronicle.

“This is a great day for me personally because I truly get to be here at the start of the growth shift at Veritas knowing everything that we can accomplish over the next few years,” said DeMask. “There’s so much potential for us to expand our operations – mainly because Veritas is such a strong company that already delivers quality, value and undeniable customer service to its clients.

“I’m looking forward to us reaching into new vertical markets like government risk management and others as we continue to grab a stronger foothold on our existing ones. Regardless, the thing Veritas will always be known for is the claims management company that can deliver the utmost personal service at the value our customers are looking for. Our clients will always be able to reach us via phone and we’re available nights and weekends, that’s important.”

DeMask is currently interviewing candidates for sales representative and has already rolled out small portions of a new marketing campaign in the form of industry trade articles and new collateral brochures and a new look to the company’s logo.

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About Veritas

Veritas Claims (www.veritasclaims.com) is a leading, national firm of independent insurance claims adjusters and investigators serving the insurance, government and private sectors. Known for its highly experienced staff of investigators, adjusters and claims specialists, Veritas has an absolute dedication company-wide to customer service. Claims are handled in a timely fashion and at a competitive rate – and Veritas investigators can be reached 24/7, 365 days a year.

For additional information, call (888) 837-1199 or visit www.veritasclaims.com. Also, “like” the Veritas [Facebook page](#) and follow Veritas on [Twitter](#). In addition, a company e-Newsletter will debut in March 2013. To be added to the distribution list, click [here](#).

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