



The voice of the Kansas  
software and IT industry

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**FOR IMMEDIATE RELEASE**

## **KANSAS TRADE ASSOCIATION WELCOMES NEW PRESIDENT** SITAKS selects leader for state software and IT group

(Lenexa, KS) Rachel Hack has joined the Software and Information Technology Association of Kansas (SITAKS) as its President.

In addition to being the primary representative for SITAKS, Ms. Hack is responsible for membership development, programming, communications, board oversight and operations. She will partner with business leaders and state, regional and national trade organizations to lead SITAKS forward as Kansas' preeminent advocate for the software and information technology sectors.

Ms. Hack is keenly aware of SITAKS' desire for growth in Kansas and the region. "As a lifelong citizen of the area, I have a passion for supporting business development and creating opportunities for professionals. I am sincerely committed to helping companies, individuals and educational facilities communicate, grow and succeed."

Ms. Hack holds a B.A. in Communications Science from Truman State University in Kirksville, MO. She previously led the American Advertising Federation of Kansas City (formerly known as the Ad Club) as its Executive Director for seven years. She supports several area nonprofit organizations, currently serving on the Advisory Board of the University of Missouri-Kansas City Women's Center and as the Secretary of the Hispanic Chamber of Commerce of Greater Kansas City Board of Directors.

Launched in 2008 by the Kansas Technology Enterprise Corporation (KTEC), SITAKS provides support to Kansas' 3,200 software and IT companies. Membership includes a community of Kansas software and IT executives working to strengthen and expand the sector through advocacy, workforce development, capital formation, education and networking. Learn more at [sitaks.com](http://sitaks.com).

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For more information about SITAKS or to schedule an interview with Rachel Hack, contact Ms. Hack at (913) 894-1394 or email [info@sitaks.com](mailto:info@sitaks.com).