

For Immediate Release

**ANDREA BEACH JOINS THE BOARD FOR THE SMALL BUSINESS COUNCIL OF THE
CONSUMER TECHNOLOGY ASSOCIATION**

Atlanta, January 28, 2020 – BeachFront Technologies is pleased to announce that Andrea Beach, founder and chief executive officer, has been elected to the Consumer Technology Association’s (CTA)® [Small Business Council Board](#).

CTA’s Small Business Council supports the growth and success of entrepreneurs through education, collaboration and mentoring. Its key initiatives include providing CTA member entrepreneurs the opportunity to meet with industry veterans for expert business guidance, orchestrating networking events for small business owners, and providing input on legislative matters affecting small businesses and entrepreneurs.

Ms. Beach brings more than 20 years of technology expertise and business leadership. Under her direction, BeachFront has built a growing network of smart venues across the U.S., and plans to work with municipalities on equipping underserved communities with the technology and new thinking necessary to boost economic development.

A leading authority on technology and consumer behavior, Ms. Beach has advised Fortune 500 companies, mentored a variety of startups, and created engaging activations for some of the world’s largest brands.

Her track record includes inventing the first global platform capable of programming and sending personalized mobile communications in 147 languages, conceptualizing campaigns to support online voting in real time, consulting on cybersecurity issues, and implementing one of the world’s first examples of dynamic, location-based text messaging.

Previously, Ms. Beach was president and CEO of IntelaText, an early pioneer in mobile and digital consumer engagement, where she developed innovations for brands including Coca-Cola, Ford, UPS, and AT&T, and was recognized as Mobile Marketer of the Year as part of TAG’s Tech Marketing Awards. She studied International Business at the University of Georgia, and went on to receive advanced training in Neuro Linguistic Programming and Design Human Engineering. As a media commentator, keynote speaker and lecturer, Ms. Beach covers the future of consumer engagement through technology.

About BeachFront Technologies:

BeachFront Technologies (<https://beachfronttechnologies.com>) connects a variety of consumer destinations across entertainment, sports, and mixed-use retail with smart technologies and marketing solutions to enhance the guest experience and unlock new revenue streams. The company is headquartered in Los Angeles. Across its leadership, collaborators, and board, it maintains a presence in San Francisco, Atlanta and New York.

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