



## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

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### SENTINEL ANNOUNCES NEW DIRECTOR OF BUSINESS DEVELOPMENT

#### ***Rob Norwood will lead sales for eCollections™***

Sentinel Development Solutions Inc. (Dallas, TX), the developer of **eCollections™** debt collection software, is pleased to announce the recent addition of Rob Norwood as Director of Business Development. Norwood, a 22 year veteran of the credit and collections industry, has led national sales teams in a career that has helped fuel the growth of several companies engaged in collections and revenue cycle management.

"I'm extremely excited about the opportunity to help Sentinel drive new client opportunities with the **eCollections** platform", said Norwood. "We have an outstanding product for the collections industry and Sentinel is well-positioned to drive our new strategies to market".

Chris Roberts, Sentinel's President and COO, said "Rob has a proven track record of successful sales. He has been responsible for the extensive growth of companies in the consumer, student loan, and health care segments. We're very excited about what he brings to Sentinel."

Rob's contact information is [rob.norwood@ecollections.com](mailto:rob.norwood@ecollections.com), phone # (515) 564-0585 x180.

Sentinel Development Solutions Inc. is a leading provider of collections management software solutions. See more information about our products, services, and our company at [www.ecollections.com](http://www.ecollections.com). Sentinel's flagship product, **eCollections™** has received acclaim for being the most powerful, flexible and scalable solution in the credit and collection industry. Visit [www.ecollections.com](http://www.ecollections.com) or email [sales@ecollections.com](mailto:sales@ecollections.com) for more information regarding Sentinel's solutions.

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