



Press Release

TCX DESIGN ANNOUNCES NEW MANAGING DIRECTOR

Shane Rice takes the reins of TCx Design

Sydney, 10 May 2017 –TCx Design Group today announced Shane Rice will be taking over as Managing Director, as founder and current MD, Tracy Weller-McCormack takes a step back.

Entrepreneur Shane Rice, owner of Vivid Space and Stable Foundation, will take up the role early May, 2017. Mr Rice brings to the company an extensive range of skills and experience in similar roles and is very familiar with the work of TCx Design, having utilised their services in both of the above mentioned organisations.

"I have seen firsthand the benefits that TCx delivers to its clients. I am excited at the opportunity; Tracy has worked very hard to lay the foundations and has assisted many companies in understanding their customer experience. I am pleased to carry on her efforts."

Ms Weller -McCormack added that "Shane possesses the the entrepreneurial and out-of-the-box thinking that we require from our Managing Director. Staying ahead of trends and providing real value to our clients have been key to our growth over the past 3 years."

TCx Designs success comes from their development of the Xperience by Design platform. A program that begins with understanding the true customer experience to ensure what a company is spending their dollars on what really is value for money in retaining and acquiring customers.

Ms Weller-McCormack will not be leaving the company entirely. She will continue on in an advisory role and maintain her position of representing TCx on the organising committee for the 2018 Wheelchair Rugby World Championships.

About

TCx Design is a global organisation that has been all about “confronting the norm”, and are known for challenging the way organisations engage with their audience and customers. Dedicated to delivering experiences that are immediate, compelling and sustainable TCx Design has a proven track record of transforming how people connect, communicate and collaborate across many industries.

For ongoing news visit www.tcxdesign.com