



## Smart Start, Inc. Appoints New CEO & Vice Chairman

Grapevine, TX—[Smart Start, Inc.](#), a DFW-based alcohol monitoring products and services company, is pleased to announce the appointment of Matt Strausz as Chief Executive Officer. Previous President and CEO Jim Ballard will remain with the company as Vice-Chairman.

Mr. Strausz was the Smart Start Franchisee for [Kansas](#), [Nebraska](#), and [Iowa](#) and played an instrumental role in passing legislation in these territories and growing his business. Matt's experience provided knowledge on Smart Start and the interlock industry while he ran a professionally managed operation. In December of 2014, Smart Start repurchased Matt's successful territories and asked him to join Smart Start's at their corporate headquarters in Grapevine, Texas.



Matt desires to expand products and services by growing the Smart Start brand both nationally and internationally. "I am excited about the opportunity to further Smart Start as the leader in alcohol monitoring technology building upon Mr. Ballard's successes. Smart Start will continue to work to improve the customer experience and provide state of the art technology."



Ballard joined Smart Start in 1994 as COO and later become President and CEO. He was responsible for developing the company's first three ignition interlock devices and launched the first camera interlock technology in the industry, making the camera, the new base standard for ignition interlock programs in over 25-states. Ballard expanded the company footprint into 45-states and 16-countries. Mr. Ballard will use his experience to help expand the Smart Start brand and product offerings. "I look forward to working with Matt in his new role as he seeks to push Smart Start to even higher levels of success."

### [About Smart Start, Inc.](#)

Founded in 1992, Smart Start, Inc. built a reputation as the leader in alcohol monitoring technology. Smart Start focuses its services on ignition interlocks used for vehicles to Separate Drinking From Driving® as well as creating and developing portable alcohol monitoring devices.

The company has built one of the largest, most successful programs worldwide and holds a 30% market share in the United States. The quality of Smart Start devices, their ease of use, access to over 1,500 points of service, and a 24/7 bilingual Customer Care Center makes Smart Start the vendor of choice. Commitment to state-of-the-art technology and Best-of-Class Service has established Smart Start as the industry leader in the ignition interlock industry. Smart Start's focus has not been limited to hardware; they also developed proprietary software systems in-house (SmarTrac® and SmartWeb®) to deliver flexibility, accuracy, customization, and ease of reporting.

Since inception, Smart Start has prevented over 6.5-million engine starts where alcohol on the user's breath was above the legal or set alcohol level. The company has recorded more than 500-million alcohol free vehicle starts. Visit our website [www.SmartStartInc.com](http://www.SmartStartInc.com) to find out more.