Adam Zalta requests shareholder value creation at VirTra (Nasdaq: VTSI)

New York City, New York May 16, 2022 (Issuewire.com) - Adam Zalta, a long-term patient investor in the stock of VirTra today stated that there are a number of opportunities to create shareholder value at the company.

Most importantly, Zalta would like to see a new sales and marketing effort at VirTra. Zalta stated "VirTra has developed and built world-class products. Unfortunately, the products do not sell themselves. In my opinion, VirTra requires an experienced and effective sales force in order to achieve appropriate levels of sales."

Zalta would also like to see more cost-effective operations at VirTra. Zalta stated "It appears that VirTra recently took on the extraordinary cost burden of having two co-CEOs. Money spent on two separate CEOs could have perhaps been better spent putting in place an effective accounting operation at VirTra and towards a more robust sales force." Zalta continued "While I am confident that the current delay in completing VirTra's financial statements will eventually be resolved, this delay, along with the sub-optimal sales force, indicates deeper organizational weaknesses which need to be addressed. "

Zalta stated that he has asked the Foundation for Stockholder Democracy to meet with sell-side analysts, journalists, industry experts, and others in an effort to unlock value at VirTra.

Zalta also noted that the Foundation for Stockholder Democracy has unlocked value at a large number of small publicly-traded companies.

Zalta said that anyone interested in understanding the work of the foundation for Stockholder Democracy should go to the website of the foundation https://stockholderdemocracy.com/

Zalta's initial press release can be read at https://www.issuewire.com/adam-zalta-asking-virtra-nasdaq-vtsi-to-consider-making-changes-to-its-board-of-directors-1728211400602886

Media Contact:
Foundation for Stockholder Democracy

Website:
https://stockholderdemocracy.com/

Don Chambers
Direct phone line 310 401 4724
don@stockholderdemocracy.com

Media Contact

Foundation for Stockholder Democracydon@stockholderdemocracy.com

https://stockholderdemocracy.com/

Media Contact

Foundation for Stockholder Democracy

don@stockholderdemocracy.com

Source : Foundation for Stockholder Democracy

See on IssueWire