

EVP of Optricity, Sheila Benny, Heightens Commitment to Growing Supply Chain Talent in 2017

Sheila supports talent growth through service as Immediate Past President of WERC, sponsorship of Women at WERC initiatives, becoming AWESOME, and providing mentorship within Optricity

FOR IMMEDIATE RELEASE

RESEARCH TRIANGLE PARK, NC – January 18, 2017. Sheila Benny, Optricity EVP, takes great strides in 2017 to support her commitment to grow talent for the Supply Chain industry.

In a recent interview with DC Velocity, Sheila highlighted the importance of bringing fresh talent to the Supply Chain and how mentorship plays a significant role in spreading knowledge of the technological and career opportunities available in Supply Chain. She strongly believes that for the industry to continue to progress, mentors must, “communicate, educate and activate.”

Noting the vast opportunities within the field, Sheila has made it her mission to be involved in the growth of new talent in a variety of ways. Serving as Immediate Past President of the Warehousing Education and Research Council (WERC), Sheila continues to have a voice and support WERC as not only a volunteer advisor, but through her company’s sponsorship of the Women at WERC program. Women at WERC fosters the roles of women in Warehousing and Supply Chain by bringing together strong female leaders and encouraging young talent to be a part of a unique and innovative industry.

“Sheila is an amazing person to work with. Her energetic and creative approach to challenges and opportunities within the workplace are balanced with analysis and tactical trail blazing to uncover precise solutions. In just a few short years of working with her, I have learned so much and am excited to see what comes next for the Supply Chain industry,” says Lindsay Olla, Director of Marketing at Optricity.

In addition to her dedication and service to the WERC organization, Sheila has recently been named into the AWESOME (Achieving Women’s Excellence in Supply Chain Operations, Management and Education) network. AWESOME’s Supply Chain Leadership initiative embodies much of Sheila’s mantra for 2017: facilitating networking, increasing visibility into the world of Supply Chain, collaboration, and the development of emerging leaders and young professionals.

“It is an art to provide your team a platform to spread their ideas, while robustly moving towards the final destined goals. Among all powerful warehouse optimization leaders, Sheila knows this art very well,” said Parvaneh Jahani, Ph.D., Operations and Solutions Analyst at Intelligrated, and former Optricity Intern.

About WERC

Warehousing Education and Research Council (WERC) is the only professional association focused exclusively on warehouse management and its role in the supply chain. Members are experts from all facets of the distribution industry who come together to share practical knowledge and professional expertise to improve individual and industry performance. For more information: www.werc.org.

About AWESOME

AWESOME is an industry-wide women's leadership organization focused on advancing and transforming the future of supply chain leadership. AWESOME was founded in 2013 by Ann Drake, CEO of DSC Logistics, and has since grown to be a network of more than 750 women in senior supply chain leadership roles. The group's initiatives also include providing supply chain speakers for panels powered by AWESOME and distributing Reality Check, a listening-based record of discussions at AWESOME events. For more information: www.awesomeleaders.org.

About Optricity

Optricity utilizes a unique blend of warehousing domain expertise, advanced mathematics and software engineering skills to provide an expanding array of optimization, design and analysis software. Optricity's platform of innovative technologies enhance operational clarity and enable warehouses to perform with greater precision.

For additional information about Optricity's Workplace Optimization solutions, including the highly acclaimed warehouse slotting application, OptiSlot DC™, please contact:

Lindsay Olla, Director of Marketing

+1 (919) 237-4846

lolla@optricity.com

www.optricity.com | LinkedIn