



## CTO of RTP-based Optricity Corporation, Recognized as Software Technology Innovator & Award Winner in the Supply Chain (SC) Industry

*Chuck Grissom receives Supply & Demand Chain Executive's Pro to Know award for warehouse profiling, comparative operational analysis and optimization solutions*

### FOR IMMEDIATE RELEASE

Research Triangle Park, NC – February 26<sup>th</sup>, 2016. Optricity, provider of innovative software solutions for the workplace, is proud to announce Chief Technology Officer, Dr. Chuck Grissom's, recent recognition as a 2016 *Supply & Demand Chain Executive (SDCE) Pro to Know* award recipient.

SDCE, known as the Executive's User Manual for successful supply and demand chain transformation, aims to recognize leaders in the SC industry. Today's leader's, like Dr. Grissom, are helping companies embrace innovative technologies and embark on initiatives that provide clarity for global distribution and warehousing operations - just the type of environments that yield the challenges Dr. Grissom and his team like to dig into and solve.

"Most advanced studies focus on solving complex mathematical problems in the scientific, healthcare, or finance industries. Those are important problems to solve, but, there are also important and extremely complex problems in the distribution and logistics industry, as well," states Dr. Chuck Grissom, who holds a PhD in advanced mathematics. His domain expertise spans what might seem like disparate nodes between warehousing and expert software engineering; its this exact trifecta - advanced math, software engineering and warehousing expertise - that gives him the advantage to complete patents for warehouse slotting methodologies.

Among other optimization and operational comparative analysis technologies, Dr. Grissom and his team deliver solutions to customers around the world who benefit from operational profiling, comparative analysis, design and operational improvement through optimization so they can run their warehouses with precision.

"Chuck truly deserves the Pros to Know award," states Sheila Benny, Optricity's EVP and Grissom's business partner. "Chuck is a true leader; his efforts in providing clarity throughout the development process bring a spirit of innovation to our team as we continuously enhance our technologies and solutions.

According to Marketing Manager, Lindsay Olla, "It is a joy to be part of a team that offers a complete commitment to the the customer. At Optricity we embody a complete commitment to our own integrity and to our company - we build integrity into the DNA of our brand - into everything we build - into anything we put our name to. If Chuck develops a tool, you can count on it and you can count on him and our team to make the solution useful, useable and beneficial as the president of our company likes to say. That's just the way Chuck works as a development leader."

Benny goes on to say, “Chuck is truly, one of the brightest people I’ve ever worked with; he’s also one of those people who would do anything for you, and make you feel like you were the most important person in the room while doing it. You just don’t run into that everyday. It’s such a great honor to work with him. Our customers are lucky to have the benefit of the solutions Chuck develops for their companies; but, our company, Optricity, is lucky to have the benefit of working with Chuck everyday!”

“We commend recipients for their achievements,” says Ronnie Garrett, editor of *SDCE*. “Their accomplishments offer a roadmap for other leaders looking to leverage the supply chain for competitive advantage. Their efforts in developing the tools, processes and a knowledge base for supply chain transformation, as well as in promoting new approaches to supply chain enablement, earned these individuals a rightful place in this year's Pros to Know listing.”

### ***About Optricity***

Optricity utilizes a unique blend of warehousing domain expertise, advanced mathematics, and software engineering skills to deliver Workplace Optimization software, including the highly acclaimed warehouse slotting application, OptiSlot DC™. Optricity's platform of innovative technologies provides clarity and precision for warehousing operations. For more information about Optricity, please visit [www.optricity.com](http://www.optricity.com) and [LinkedIn](#).

### ***About the Supply & Demand Chain Executive***

*Supply & Demand Chain Executive* is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. Visit us on the web at [www.SDCExec.com](http://www.SDCExec.com).