



For Immediate Release
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Supply & Demand Chain Executive Magazine Names Three Fortna Associates as "2015 Pros to Know"

READING, PA (February 25, 2015) – Fortna announced today that three associates have been named as *Supply & Demand Chain Executive* magazine's "Pros to Know." They include:

- Marc Austin, Managing Director, EMEA
- Russ Meller, Vice President R&D
- John A. White III, President

These Fortna associates were selected for leading supply chain initiatives that help prepare their clients for the significant challenges of today's business climate. This year, *Supply & Demand Chain Executive* received over 300 nominations.

"This honor highlights the many thought-leaders who are helping to shape the Supply Chain industry and advance Supply Chain as a respected discipline in the enterprise," said Barry Hochfelder, editor of *Supply & Demand Chain Executive*. "Their efforts in developing the tools, processes and knowledge base necessary for Supply Chain transformation, and in promoting new approaches to supply chain enablement, have earned them a place on this year's Pros listing."

"We are honored that three of Fortna's associates were recognized for helping our clients increase the competitive advantage of their distribution operations," said Peter Counihan, Chairman and CEO of Fortna. "This award recognizes our Associates who continue to place our Clients' interests first with shared-risk solutions for complex supply chain challenges with innovative solutions." The full list of the "2015 Pros to Know" will be available in the March 2015 issue of *Supply & Demand Chain Executive* magazine and online at www.SDCExec.com.

About Fortna Inc.

For over 60 years, Fortna has partnered with the world's top brands – companies like O'Reilly, ASICS, Pick n Pay and Tutto – helping them improve their distribution operations and transform their businesses. Companies with complex distribution operations trust Fortna to help them meet customer promises and competitive challenges profitably. We are a professional services firm built on a promise – we develop a solid business case for change and hold ourselves accountable to those results. Our expertise spans supply chain strategy, distribution center operations, material handling, supply chain systems, organizational excellence, and warehouse control software.

www.fortna.com

About 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.

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