



For Immediate Release  
Contact: Patti Satterfield  
VP Marketing & Business Development  
Fortna Inc.  
[pattisatterfield@fortna.com](mailto:pattisatterfield@fortna.com)

## **Fortna Names Russell Meller as Vice President, Research & Development**

New role supports Fortna's commitment to innovative service delivery

READING, PA (September 18, 2013) – Russell Meller has been named Vice President, Research & Development at Fortna, the global professional services firm that helps companies make distribution a competitive advantage. This newly created position will lead the development of tools and processes to drive efficient service delivery and more innovative solutions for clients.

Meller's hire supports Fortna's continued commitment to leadership in warehouse design methodology and engineering excellence. Meller will manage Fortna's significant investment and continuous improvement in proprietary tools, such as FortnaDCmodeler<sup>®</sup>, FortnaDCconceptor<sup>™</sup>, FortnaDCdesigner<sup>®</sup>, and FortnaDCestimator<sup>™</sup>, that accelerate the design of distribution center operations. Fortna's industry leading tools, methods and services provide an integrated solution that allows them to guarantee results on large distribution center transformation projects.

Prior to joining Fortna, Meller served as a faculty member in the engineering colleges at Auburn University, Virginia Tech and most recently, the University of Arkansas, where he held the Hefley Professorship in Logistics and Entrepreneurship. Notably, Meller led CELDi, the Center for Excellence in Logistics and Distribution, the largest applied research consortium in the U.S., comprised of six universities and 25 commercial and government organizations.

"I am very excited to join the Fortna team. I believe that Fortna is in the best position to improve the science of warehouse design," said Meller. "I look forward to working with the Fortna team to continue to drive innovation and results for clients."

"Russ brings to Fortna deep industry knowledge and vision," said John White, President of Fortna. "He is a great addition to our leadership team and will help us continue to improve the way we develop industry leading solutions that provide our clients competitive advantage."

### **About Fortna Inc.**

For over 60 years, Fortna has partnered with the world's top brands – companies like ASICS, O'Reilly Auto Parts and MSC – 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.

###

**Fortna Inc. 333 Buttonwood Street, W. Reading, PA 19611**