

## ToolsGroup CEO Joe Shamir Named to Leading Industry Publication's 'Pros to Know' Listing

### Makes Annual Listing of Top Supply & Demand Chain Industry Professionals

By: [Marketwire](#) Apr. 9, 2008 12:00 PM

CAMBRIDGE, MA -- (MARKET WIRE) -- 04/09/08 -- [ToolsGroup](#), a global provider of demand-driven inventory optimization solutions, announced today that CEO [Joseph Shamir](#) has been recognized by Supply & Demand Chain Executive Magazine as one of its 2008 "Pros to Know." The annual listing recognizes exceptional corporate executives at manufacturing and non-manufacturing enterprises. "By turning the spotlight onto these outstanding Practitioner Pros to Know, we are not only recognizing their accomplishments but also offering them as role models for other executives looking to take their own organizations to a higher, more strategic level within the enterprise," said Andrew K. Reese, editor of Supply & Demand Chain Executive. "They are all truly 'Pros to Know.'" This year, Supply & Demand Chain Executive recognized 38 Practitioner Pros to Know, including Shamir. They comprise corporate executives at manufacturing and non-manufacturing enterprises who share a unique vision of bringing their companies' supply chains into the 21st century and have shared what they are doing to make that a reality.

According to Supply & Demand Chain Executive, [Shamir](#) and his partner, [Eugenio Cornacchia](#), with whom he co-founded ToolsGroup more than a decade ago, were among the first supply chain professionals to apply and commercially implement advanced analytics and "stochastic optimization" techniques to achieve more efficient and robust solutions to common inventory problems faced by manufacturers, distributors and wholesalers in a range of industries. As a result, they became early pioneers of a new discipline that became known as "inventory optimization," which has now become a mainstream supply chain market in the last five years.

"I am very proud to have been recognized by Supply & Demand Chain Executive," said [Shamir](#). "It is a privilege to be recognized for our efforts to help companies achieve the high industry standard of the 99+ percent customer service levels."

#### About ToolsGroup

[ToolsGroup](#) is an innovation partner for companies who want to achieve outstanding customer service levels, top-line growth and improved forecast accuracy with less global inventory. Our customers improve daily forecast accuracy and correctly set safety stocks to achieve up to 99+ percent customer-service levels. ToolsGroup's flagship Service Optimizer 99 platform with Forecast MicroAllocation(TM), transforming demand plans into highly detailed and accurate daily forecasts, allocated by Stock Keeping Unit (SKU) and account-location. ToolsGroup now has more than 30 consumer goods industry customers, including Diageo, Cadbury Schweppes, Avon Products, Colgate-Palmolive, Georgia-Pacific and Energizer. For more information on ToolsGroup and its solutions, please visit [www.ToolsGroup.com](http://www.ToolsGroup.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. On the Web at [www.SDCExec.com](http://www.SDCExec.com).

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