

Park City Group Welcomes Retail Industry Veteran Mark Trowbridge to Leadership Team

Written by Australian Business

SALT LAKE CITY--([BUSINESS WIRE](#))--Park City Group (NYSE MKT:PCYG), a leader in consumer goods supply chain technology designed to increase sales and reduce out-of-stocks, today announced Mark Trowbridge has joined the company. A retail industry veteran with nearly 40 years of experience, Trowbridge is a Senior Advisor, with responsibility for developing business solutions, consulting and expanding efforts in the retail channel.

“Mark is a highly accomplished senior leader with expertise in operations, buying, training and development. He brings invaluable experience especially in the critical retail categories of frozen and dairy,” said Randall K. Fields, Chairman and CEO of Park City Group.

Trowbridge most recently was the Executive Vice President of Operations for CCF Brands, a leading dairy products marketer. He also has more than 16 years of experience with Walmart, where he launched the Neighborhood Markets store segment and a Merchant Leadership Program to recruit and train buyers and planners for Walmart. Prior to Walmart, Trowbridge spent 20 years at Ralphs Grocery Company in Southern California.

“To better serve their consumers, retailers and suppliers must work together to ensure that the products are in stock on the shelf when the consumer goes to purchase them,” said Trowbridge. “Park City Group is uniquely equipped to provide both the guidance for business process change and the technology needed to make significant changes that increase profitability for both.”

Mark has served on the National Dairy Board and the National Egg Board in a retail advisory role. He received a Masters of Business Administration degree from Azusa Pacific University, along with his Bachelor's degree in Theology / Education / Psychology from Eugene Bible College. He currently serves on the Board of Elders of Hope Church NWA in Bentonville, Arkansas where he resides with his wife, Susan.

About Park City Group

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Park City Group (NYSE MKT:PCYG) is a Software-as-a-Service (“SaaS”) provider that brings unique visibility to the consumer goods supply chain, delivering actionable information that ensures product is on the shelf when the consumer expects it as well as providing food safety tracking information. The Company’s service increases customers’ sales and profitability while enabling lower inventory levels and ensuring regulatory compliance for both [retailers](#) and their [suppliers](#). Through a process known as [Consumer Driven Sales Optimization™](#)

, Park City Group helps its customers turn information into cash and increased sales, using the largest scan based platform in the world. Scan based trading provides retail trading partners with a distinct competitive advantage through scan sales that provides store level visibility and sets the supply chain in motion. And since it is scan based, it can be used in a Direct Store Delivery (DSD) or warehouse setting.