

Revionics Appoints Steve Leven to Chief Operating Officer

Written by Australian Business

ROSEVILLE, Calif.--([BUSINESS WIRE](#))-- [Revionics, Inc.](#), the leading provider of [End-to-End Merchandise Optimization solutions](#), announced that Steve Leven has been promoted to Chief Operating Officer (COO), which is a new position within Revionics to support the company's continued rapid growth on a global basis. He will continue to report to Marc Hafner, President and CEO of Revionics.

Leven most recently served as Senior Vice President of Customer Operations for Revionics and he was instrumental in successfully building and structuring Revionics' sales, services and operations into high performing and extremely efficient departments. He now will assume additional responsibility for performance goals and ensuring operational excellence across the company.

"In the past two years, Steve's outstanding leadership and expertise was critical in helping us build thriving global sales and operations organizations," stated Marc Hafner, President and CEO of Revionics. "He consistently delivers results, built a world-class field organization and as Revionics continues our global expansion, I am confident that Steve will be instrumental in helping us drive higher revenues and margin improvement goals."

Leven joined Revionics in 2011 bringing to the organization over 25 years of experience delivering software solutions to global clients such as Walmart, JCPenney, Gap, Lowes and many other global retailers. Prior to Revionics, Leven was Senior Vice President of Sales and Account Development for Fortune 500 clients of M-Factor (acquired by DemandTec).

"Revionics' strategy has never been more compelling and it has been validated by some of the largest and most innovative global retailers," said Leven, Chief Operating Officer. "I am incredibly energized to help lead the company to its next phase of innovation and expansion while delivering operational excellence."

About Revionics, Inc.

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[Revionics](#) delivers the industry's most powerful [End-to-End Merchandise Optimization solution](#), enabling retailers of all sizes to execute a fact-based Omni-channel merchandising strategy utilizing the most comprehensive set of shopper demand signals to enhance financial performance with improved customer satisfaction. Revionics' solutions leverage advanced predictive analytics and demand-based science to ensure retailers have the right product, price, promotion, placement and space allocation for optimal results across all touch points in the Omni-channel shopping episode – online, in-store, social and mobile. Offered on a scalable, high performance Cloud-based SaaS platform, these solutions future-proof retailers from Big Data/Fast Data challenges, while providing speed-to-ROI. Over 33,000 retail locations and \$140+B in annual revenue across grocery, drug, building materials, convenience, general merchandise, discount, sporting goods stores and eCommerce sites optimize with Revionics' solutions. Revionics has been recognized as a 2012 Deloitte Technology Fast 500™, Red Herring Top 100 Global, Red Herring Top 100 Americas and JMP Securities' Hot 100 Software Company. For more information, please visit www.revionics.com.