

## Pat Smith Promoted to Managing Director of ToolsGroup North America

BOSTON, April 18, 2012 – [ToolsGroup](#) announced today that, effective immediately, Pat Smith has been promoted from his previous role as VP of Sales North America to Managing Director of ToolsGroup North America. Pat will now be responsible for day-to-day operations and all commercial activities for the North American business unit.

Pat takes over from co-founder Joe Shamir, who had been performing the dual role of managing US operations and ToolsGroup CEO. Joe will dedicate his time as ToolsGroup's CEO to the company's expanding global operations in The Americas and Europe, with channel partnerships in Asia Pacific.

Pat brings more than 20 years of sales and management experience including four at ToolsGroup. Previously he held senior roles at companies ranging from Consumer Packaged Goods (CPG) leaders such as Pillsbury PLC (acquired by General Mills) to software companies such as Optiant (acquired by Logility), Park City Group and Marketron.

The executive changes reflect growing customer demand for ToolsGroup's 'Powerfully Simple' supply chain planning software in North America. In a similar move last January in Europe, Enric Parera was appointed managing director of ToolsGroup Spain, while Joseph Presencia took on the new role of regional director of ToolsGroup Latin America (LATAM), dedicated to business development in this strategic region.

"Thanks to Pat's outstanding experience and track record in both supply chain and CPG, I am very confident he will thrive in his new role," commented Joe Shamir. "Pat is the ideal leader to build sustainable growth based on his exceptional mix of technical, sales and marketing, and high-quality team building skills."

### **About ToolsGroup**

ToolsGroup ([www.toolsgroup.com](http://www.toolsgroup.com)) is a global provider of [Powerfully Simple](#) supply chain planning software. Powerful behind-the-screen engines enable highly intelligent data-driven decision making. Reliable and scalable statistical models are continuously and automatically tuned to automate and simplify the planning and control process. Our customers overcome volatile supply chains to generate accurate forecasts and outstanding customer-service levels with less global inventory. ToolsGroup's solutions span key supply chain planning areas such as [Demand Planning](#), [S&OP](#), [Demand Sensing](#), [Promotion Forecasting](#) and [Multi-Echelon Inventory Optimization](#).

### **Media Contacts:**

Jeff Bodenstab

For ToolsGroup  
617-263-0080 X209  
[jbodenstab@toolsgroup.com](mailto:jbodenstab@toolsgroup.com)