



Opterus
Simplifying Communications

Opterus Inc. Appoints New VP Business Development and Marketing

Toronto – September 12, 2017 – [Opterus Inc.](#) today announced that Gary Stonell has joined the company to further develop its client base and grow global market share. Gary has more than 15 years of experience in sales management and business development for the CPG and SaaS industries. As VP of business development and marketing, Gary joins a team of seasoned retail technology executives and will apply his knowledge of SaaS solutions to further Opterus' success in providing communication and task management solutions to top global retailers.

Prior to Opterus, Gary began his career with Kraft Foods, moving to Philips Electronics, then SunRype Products, fostering partnerships with retailers and managing various aspects of the sales and marketing process. Most recently at Sysomos, a SaaS-based social media content management platform, Gary led the Enterprise sales team responsible for managing existing clients and new logo acquisition. The key to his success has been a meaningful focus on building business relationships upon a collaborative solution-based foundation.

"In today's fast-paced retail store environment, retailers need the best tools to help them execute on critical store tasks and stay up-to-date with communications from headquarters," said Stonell. "Opterus brings all of that and more in a simple and elegant cloud-based solution. I am excited to join the amazing team at Opterus, and am committed to helping grow the business and generate further marketing momentum for *Store Ops-Center*, the company's signature platform. I am fortunate to be joining such a respected company that prides itself on integrity and a strong commitment to its clients."

"Gary's experience in successfully expanding sales organizations focused on SaaS solutions has already made him a key addition to the Opterus family," said Janet Hawkins, founder and CEO, Opterus. "We view his appointment as a sign of our commitment to being the leader in store information and execution management. With the continued rollout of new features to our platform as well as the rapid growth of our customer base, we knew that we needed someone with Gary's background and caliber to provide further support to our sales and marketing teams. I am confident that he will play a key role in the success of Opterus moving forward."

About Opterus Inc.

Opterus Inc. is a leading global provider of a cost-effective, easy-to-implement store information and execution management solution that increases productivity and improves retail enterprise communications. Opterus *Store Ops-Center* is an intuitive, multi modular, cloud solution designed specifically for retail to simply and effectively manage and execute store tasks and communications. Deployed in over 45 countries in 30 different languages, the solution is specifically designed for retail operations, and provides store personnel with clear, concise and timely direction, along with the proper tools to best do their jobs to support corporate initiatives. Opterus is based in Toronto, Ontario and was founded in 2006 by a group of seasoned retail industry technology veterans. For additional information about Opterus, please visit <http://www.opterus.com>.

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