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Red Bull's John Showalter Joins HIVERY to Bring AI Assortment Simulation to More CPG and Retailers

Sydney, NSW, Australia — November 17, 2021 — HIVERY is delighted to announce that Red Bull's John Showalter will be joining them to deliver AI assortment simulation to more CPG and Retailers.

HIVERY is proud to announce that John Showalter (Red Bull) is joining the company with the aim of bringing AI assortment simulation to more retailers and CPG.

"Red Bull Core Values are all about having an entrepreneurial mindset, looking for better, smarter ways of doing things and differentiating ourselves" said Showalter.

"In the last five years at Red Bull, I started asking the question of myself and of the team, where does data science meet category? What new and emerging technology was coming into the marketplace where we could continue down the path of making us differentiated - HIVERY did just that."

"Over the past thirty years, we have progressed a lot as an industry, but I don't think we've encountered anything revolutionary, until now. I feel that AI augmentation of human decision-making around assortment strategy and planning is going to have a major impact on the industry moving forward." said Showalter, VP of Client Services.

John is a seasoned professional with more than thirty years of experience in the category management and insight niche. In the past, he has held senior roles at Bayer, Kellogg's, the Coca-Cola company and Red Bull.

He is committed to enhancing capacity and capability in category insights, space planning, shopper research and insights, and training & capabilities. John is always looking for ways to embrace new technology and do things "smarter". When HIVERY partnered with John, they recognised there was synchronicity in their approach to technology within the sector. John appreciated the potential of the HIVERY technology, specifically what HIVERY Curate has to offer, prompting him to move to the company.

HIVERY employed John to help support and drive the company's continued customer growth.

HIVERY's customers have increased by over 900% (from five to fifty-four) over the past few years.

With John's assistance, HIVERY is on track for a Series B target in mid-2022. Their aim is to reach the target by demonstrating continued strong growth to hit about \$10 million ARR.

In his capacity as a CMA-certified professional strategic advisor, John has worked on the Omnichannel Project and CMA's Evolution of Category Management.

HIVERY provides AI-powered solutions for retailers and CPGs. HIVERY aims to assist its clients through providing options for category management, vending machine technology, assortment optimization, promotional calendars and planograms.

HIVERY Curate is one of HIVERY's most advanced AI solutions. It provides store level assortment simulation and optimization, enabling retailers to create rapid, straightforward options for complex situations. It is prescriptive and conversational in nature, requiring little domain expertise to use, augmenting users' ability by navigating the assortment optimization cycles rapidly. This is significantly faster than traditional methods.

About HIVERY

HIVERY is a pioneer of hyper-local retailing and offers retail AI-driven strategy assortment simulation & optimization solutions to a growing number of CPG companies and retailers in North America.

For more information, press only:

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