



FOR IMMEDIATE RELEASE

Snowfall Technologies Expands Business Development Team to Drive Disruptive Technology Sales to Retailers and 3PLs

Omni-channel retail expert Carol Smith and business development professional Chad Moreman join Snowfall Technologies to drive sales of artificial intelligence products

DALLAS, TX, October 25, 2017 – **Snowfall Technologies LLC (“Snowfall”)** announced the addition of two team members that will be responsible for expanding sales of Snowfall’s artificial intelligence (AI) products nationally. Snowfall has hired retail technology sales veteran Carol Smith to lead enterprise sales along with Chad Moreman to head up business development.

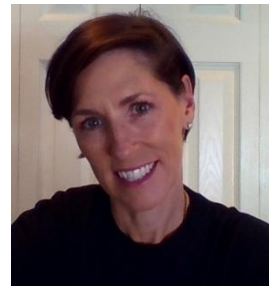
Smith’s career is rooted in retail and technology, stemming from founding CJ Golf, a woman’s golf apparel line specializing in the smaller fit golfer. More recently, Smith’s focus shifted to retail operations and technology solutions where she sold outsourced services such as order fulfillment, inventory management, ecommerce technology, and call center operations. Smith has worked with many Fortune 1000 retailers, closing top-grossing deals to manage omni-channel operations for some of the world’s best-known brands.

“I’ve watched Carol succeed in our industry in a variety of revenue-producing roles and am very pleased to have her join us at Snowfall. She has an extensive network and a great deal of credibility when talking with prospective clients. She truly understands the challenges they face and the impact technology can make on their overall business,” says Snowfall CEO Jeff Zisk. “With her professional connections and energetic management style, I am excited to have her as part of our team.”

Snowfall has also hired Dallas-based Chad Moreman to serve as the company’s manager of business development. Moreman is a seasoned sales professional with an extensive background in developing qualified sales funnels. His primary responsibility will be to build brand awareness and drive interest in Snowfall’s AI technology products.

Together, Smith and Moreman will be responsible for sales of Snowfall’s AI-based distributed order management system, Jazz Central, and its AI-based personalization platform, Mia.

“Retailers are looking for new tactics to build stronger, lasting customer relationships which means that they must constantly adapt and reinvent their strategy to keep up with the promise of a true omni-channel experience. We are ahead of the pack with emerging technology to address those challenges,” explained Carol Smith, director of enterprise sales. “I’ve spoken with dozens of retail brand leaders, and they are



Carol Smith
Director of Enterprise Sales



Chad Moreman
Business Development Manager

all looking to utilize artificial intelligence in some manner in their business. I'm excited to show them how Snowfall's AI products can make a huge impact on their revenue, conversion rate and operating costs."

Snowfall Technologies announced its formal launch last month as a privately-held company that offers omni-channel technology solutions. Additional information can be found on the company's website, snowfalltechnologies.com.

About Snowfall Technologies

Snowfall Technologies LLC ("Snowfall") is an innovator of omni-channel retail technologies. Snowfall's enterprise-level solutions enable an enriched overall customer experience with the benefits of higher conversion rates and operational efficiencies. Snowfall's cornerstone products include **Jazz Central**, a comprehensive AI-based distributed order management (DOM) solution and **Mia**, an AI-driven personalization platform designed to become the online shopper's best friend. Driven by modern technology stacks, sophisticated data analytics, and predictive modeling, Snowfall's products think like a human, resulting in smart efficiencies, highly targeted marketing insights and the ultimate personalized shopping experience.

Retail brands, digital marketing agencies, 3PLs and order fulfillment companies all trust the Snowfall team of industry experts to help them realize value by building their brand, market share and revenue. The company is privately-held and based in Dallas, TX.

Visit snowfalltechnologies.com to find out more about how the company is changing the way omni-channel retail operates.

Media Contact

Kim Brandt

kbrandt@snowfalltech.com

(317) 201-5991

###