

# inRiver Expands Management Team to Drive Continued Innovation in Product Information Management Market

*Veteran Chief Technology Officer Joins Company to Lead Product Development*

MALMO, SWEDEN, March 8, 2018 /EINPresswire.com/ -- March 8, 2018, Malmö, Sweden – [inRiver](#), the leading provider of SaaS-based product information management solutions, today welcomed [Eric Waller](#) as CTO and head of product development. Waller brings more than three decades of experience in software engineering, software architecture, information technology strategy, and systems engineering for business applications and data center operations. An enterprise user experience visionary, Waller will expand upon the award-winning user interface and feature-rich platform that customers have come to expect from inRiver.



Eric Waller, CTO, inRiver

“More than 1,000 brands worldwide leverage inRiver Product Marketing Cloud and PIM solutions to go to market faster with maximum impact,” said Thor Johnson, CEO at inRiver. “We are growing quickly. Adding Eric to inRiver’s leadership team will accelerate development and continue the quality and innovation that we’re known for.”



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*Thor Johnson, CEO at inRiver*

Waller joins inRiver from Pansophic Learning, where he drove technology strategy and operations worldwide for both online and traditional schools that spanned early learning through higher education. Over the course of a thirty-year career, Waller has held a number of technology leadership positions, including CTO and head of product and software development at K12, Fannie Mae, and OneSoft.

Now serving more than 1,000 brands worldwide, including such venerable companies as MillerCoors, Ethan Allen, Braun, DeLonghi, and L’Oréal, inRiver is the leader in product information management solutions and the only provider of a true multi-tenant software-as-a-service offering.

## About inRiver

inRiver is the market leader for simplifying Product Information Management (PIM). We help B2C and B2B multi-channel commerce and marketing professionals tell perfect product stories. Our powerful inRiver Product Marketing Cloud radically facilitates the creation, handling, and distribution of perfect product information for a world-class customer experience across all touchpoints, in multiple languages. More than 900 brands around the world rely on inRiver Product Marketing Cloud for efficiently controlling the product (information) flow for their globally recognized brands.

inRiver was founded in 2007, and is today a well-recognized, award-winning, and rapidly growing company with an extensive partner network (PRIME). The company is headquartered in Malmö, Sweden, with offices in Chicago, London, Amsterdam and Stockholm and sales offices in Phoenix, and Istanbul.

[www.inriver.com](http://www.inriver.com)

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This press release can be viewed online at: <http://www.einpresswire.com>

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