

rfxcel Welcomes Lincoln Manning as Chief Revenue Officer

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EINPresswire.com/ -- rfxcel, the global leader in supply chain track and trace solutions, today announced that Lincoln Manning has joined its executive team as chief revenue officer. Mr. Manning will be responsible for all aspects of revenue generation, including worldwide sales, ecosystem partnerships, sales operations, and systems engineering for the company's verticals, which include the [life sciences](#) (pharmaceuticals and medical devices), [food and beverage](#), [government](#), and consumer goods.



"We are glad to have Lincoln on our team," said rfxcel CEO and Co-Founder Glenn Abood. "He brings a wealth of experience from diverse industries that he'll be able to leverage across rfxcel. We are particularly excited about his devotion to and excellence in anticipating what customers need and doing what it takes to ensure they succeed. This is one of our corporate values.

"Lincoln also has a track record of building and strengthening sales teams. Our sales teams are solid in every market, but Lincoln will take them to the next level, helping us maintain our leadership where we're already established and build our presence where we're still growing."

Prior to joining rfxcel, Mr. Manning held executive-level positions at software and digital marketing companies. He led sales, marketing, and customer success teams to increase revenue, reinvent business ecosystems, navigate post-merger corporate change, and reset reseller channels.

"There couldn't be a more perfect time to be joining rfxcel," Mr. Manning said. "Our mission of keeping the supply chain safe in key verticals is more important today than ever. I believe rfxcel is uniquely positioned globally to ensure products are safely delivered to patients and consumers, because of our agility and ability to respond to customer needs in today's ever-changing environment."

Mr. Abood co-founded rfxcel with Chief Strategy Officer Jack Tarkoff in 2003, so Mr. Manning joins the company as it celebrates 17 years of supply chain innovations and growth. Recent successes include conducting major pharma pilots for the U.S. Food and Drug Administration and the Brazilian government; tripling the size of its team in Russia and being named an official software and integration partner of the Center for Research in Perspective Technologies (CRPT), which operates Russia's National Track and Trace Digital System (Chestny ZNAK); releasing the latest version of its award-winning rfxcel Traceability Solution; increasing its presence in the Middle East; and being named 2020 Software Company of the Year by Nevada's Center for Entrepreneurship and Technology (NCET).

"Lincoln's joining us at a busy time," Abood said. "We're keeping our customers' supply chains running during the pandemic, improving our products and developing new solutions, and expanding our operations globally. Lincoln will be a huge asset as we continue to secure and optimize the pharma, food and beverage, government, and consumer goods supply chains. By strengthening our commitment to our customers, he'll strengthen rfxcel. We're all excited to have him on the team."

For more information about rfxcel's solutions, contact Herb Wong, vice president of marketing and strategic initiatives, at hwong@rfxcel.com or 925-824-0300.

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