

Microsoft Executive, Jim Norred, to join Engine's Board of Directors

ROGERS, ARKANSAS, UNITED STATES, October 23, 2023 /EINPresswire.com/ -- Engine, www.engine.net, the leading provider of Omni Analytics and Data Science Solutions to Consumer Packaged Goods Companies and Retailers, is excited to announce the appointment of Jim Norred, Microsoft's General Manager for Retail, Consumer Goods and Gaming, to its Board of Directors. Effective October 1, 2023, Norred will bring his extensive expertise and industry knowledge to help drive Engine's strategic growth and innovation in CPG Advanced Analytics and Data Science Solutions.

Engine and Microsoft have developed a strategic relationship and go-to-market strategy leveraging the massive scale of Microsoft's Azure Cloud to deliver the speed and performance demanded by modern retail data

science. Engine's unique solutions allow Retailers and Consumer Packaged Goods suppliers to quickly move beyond descriptive analytics and harness the power of machine learning, artificial intelligence, and many other next generation tools to identify and deliver immense value to their organizations and customers.

At the core of Engine's offering is the ability to seamlessly integrate disparate data sources such as POS, Inventory, eCommerce, Syndicated, Retail, and many more to rapidly deploy Prescriptive Data Science solutions. These Data Science solutions help the CPG industry analyze granular consumption forecasts, develop next generation analytical and computational capabilities, optimize shelf assortment through advanced store clustering, automate the various complexities of managing and drawing planograms and improve accuracy and insight through test & learn experimentation.

"Having Jim join our board, and to also be a personal future leaning technology strategist for our



organization, really shows his and our commitment to truly bringing next generation capabilities to the CPG/Retail Industry. We can't wait to share with our current and future partners what we are working on next." – Nick Dozier, CEO, Engine.

About Engine:

Engine provides Omni Analytics and Data Science solutions to Consumer Packaged Goods Companies and Retailers. Engine combines broad CPG-specific and retail experience, machine learning, artificial intelligence and interactive visualizations with unparalleled access to your data. For more information, please visit www.engine.net

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