

**For Immediate Release**

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**Clear Demand Named a Red Herring Top 100 North American Company***Retail Pricing Software Company Addresses Needs of Largest Omnichannel Retailers*

**SCOTTSDALE, Ariz.—June 15, 2015—** Clear Demand, a leader in retail strategy and price optimization software and services, was named a Top 100 North America award winner by Red Herring. Clear Demand supports leading retailers such as The Home Depot and Sprouts Farmers Market. The publication recognizes leading private companies from the United States and Canada to showcase startups' innovations and technologies.

"It's a privilege and honor to be part of the Red Herring Top 100," said Jim Sills, Ph.D., president of Clear Demand. "We founded the company in 2012 to give retailers a more innovative and demand-driven approach to developing and executing retail pricing strategy. While we're in a highly competitive retail marketplace, we're proving that current science and technology can help retailers compete effectively, regardless of type or channel."



Red Herring Top 100 America enlists outstanding entrepreneurs and promising companies. It selects the award winners from approximately 1,200 privately financed companies each year. Since 1996, Red Herring has kept tabs on these up-and-comers. Red Herring editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, Palo Alto Networks and eBay would change the way we live and work.

"In 2015, selecting the top achievers was by no means a small feat," said Alex Vieux, publisher and chief executive officer of Red Herring. "In fact, we had the toughest time in years because so many entrepreneurs had crossed significant milestones so early. But after much thought, rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across North America to the [North America winners](#). We believe Clear Demand embodies the vision, drive and innovation that define a successful entrepreneurial venture. Clear Demand should be proud of its accomplishment, as the competition was very strong."

Red Herring's editorial staff members evaluated companies on both quantitative and qualitative criteria, such as financial performance, technological innovation and intellectual property, DNA of the founders, business model, customer footprint and addressable market.

**About Clear Demand**

Clear Demand, omnichannel demand management pioneer, serves global retailers with software and services which improve and advance omnichannel retail operations. Clear Demand, based in Scottsdale, Ariz., is privately held and may be reached at [info@cleardemand.com](mailto:info@cleardemand.com). For more information about Clear Demand and

ODM, visit [www.cleardemand.com](http://www.cleardemand.com), send e-mail to [tmanning@cleardemand.com](mailto:tmanning@cleardemand.com) or call 480.699.5889. For media inquiries, contact Roy G. Miller at 903.422.5117.

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**EDITOR'S NOTE: Additional resources and links are listed.**

White Paper. [\*Exercising Retail Pricing Leadership\*](#)

Industry Article. [\*How Low Should You Go\*](#)

Current Video. [\*Price Optimization 2.0\*](#)

Leadership Team. [\*Leadership Team\*](#)