



First Insight CEO Named ‘Disruptor’ on NRF Foundation’s List of the Top 25 People Shaping Retail’s Future

PITTSBURGH, PA—January 5, 2015—Greg Petro of [First Insight](#), the leading provider of predictive analytic solutions that empower brands to incorporate the voice of the customer into the design and merchandising of new products, today was named to [The List of People Shaping Retail's Future](#) by the NRF Foundation, the non-profit arm of the National Retail Federation (NRF).

Elected by a select panel of retail industry experts, ‘The List’ honorees represent the top 25 disruptors, dreamers, givers, influencers, and power players in the retail industry around the world. According to the NRF Foundation, disruptors are those that make you rethink what you thought you knew about retail, opening you up to new possibilities for your customers, your business and your world.

First Insight partners with retailers and manufacturers to reduce the high cost of new product failures by enabling them to design, market, select and optimally price winning products. Its accurate, scalable, high-speed solution has been proven to increase new product success rates by 50-100%, reducing markdowns and excess inventory.

“Since day one First Insight’s mission has been to revolutionize the retail industry for the betterment of mankind, and this recognition validates everything we are striving to accomplish,” said Greg Petro, President and CEO of First Insight. “The idea of incorporating the voice of the customer in new product decision-making was at one time disruptive, but as we have seen through the global expansion of our customer base, it is now becoming mainstream. This award is really for all our employees who work hard every day on behalf of our retail customers.”

The List honorees will be recognized and celebrated at the [NRF Foundation Gala](#) on January 17, 2016, in New York City.

For more information about First Insight, please visit [First Insight](#).

About the NRF Foundation

The NRF Foundation shapes retail’s future by building awareness of the industry through statistics and stories; developing talent through education, experiences and scholarships; and fostering career growth among people who work in retail. The NRF Foundation is the 501(c)(3) nonprofit arm of the National Retail Federation and is funded in part by generous donations from retail industry supporters.

NRF.com/Foundation.

About First Insight, Inc.

First Insight is the world's leading provider of solutions that empower brands to incorporate the voice of the customer into the design and merchandising of new products. Through the use of online consumer engagement, the First Insight solution gathers real-time consumer data and applies predictive analytic models to create actionable insights, which drive measurable value. Retailers, manufacturers and brands use the First Insight solution to design, select, price and market the most profitable new products for improved sales, margins and inventory turnover. Customers include some of world's leading vertically integrated brands, sporting goods companies, department stores, mass merchant retailers and wholesalers. For further information, please visit www.firstinsight.com.

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