

\*\*\*\*\*FOR IMMEDIATE RELEASE\*\*\*\*\*

Brownsdale MN, June 3, 2022

IBI Data Recognized as a 2022 Best Places to Work

IBI Data was recognized as a 2022 Best Places to Work in Southeast Minnesota. Workforce Development, Inc. and Personnel Dynamics, Inc. of Florida partnered to bring the nationally recognized “Best Places to Work” program to Southeast Minnesota for the twelfth year in a row.

The program is designed to identify the “Best Places to Work” within the region and is based on key metrics of the various nominees.

Geoff Smith, president of IBI Data, said, “We’re incredibly pleased to be recognized as a great place to work! This is a testament to the incredible organization that Katherine Harte started over 35 years ago and the wonderful people that make the work enjoyable and impactful still today. There are a lot of things about the people here that make this place special; commitment, willingness to dig in and get things done, respect for each other, a spirit of innovation and flexibility. I really can’t say enough about them and I feel privileged that I get to come in and see them every day... sometimes in person and sometimes virtually nowadays. Our clients know they can rely on us and our people to help steer them through these challenging times and help them take advantage of fleeting opportunities. IBI Data understands the convergence of data, technology, and the foodservice world better than any company on the planet and we have the amazing people to execute our clients’ projects. This recognition also helps us recruit and retain top talent at a time that other companies may be struggling to find people”

“We’re always innovating - we have a program starting that provides highly targeted lead creation, sampling and promotions to restaurants that are just getting ready to launch. This lets our clients band together to have their products part of the menu on day one,” said Smith.

“We continue to see rapid evolution in our e-commerce offerings and tie-ins,” said Nathan Redman, vice president of IBI Data, “Our latest moves include direct tie-ins with out of the box e-commerce platforms like WooCommerce, Shopify, and Amazon. That’s in addition to our fully customizable online solutions that allow sophisticated clients to have their own e-commerce solutions that we tailor to their unique needs often for multiple audiences like inside sales, brokers, distributors, and down-the-street customers. The fact that we provide so many solutions like lead generation, telemarketing, web development, data insight, loyalty programs, rebate processing, sample fulfillment, and so many more under-one-roof. Just this past month we had a client launching a million plus impression online campaign and they found their other technology partners unable to fulfill their portion of the project launch; they came to us and we were able to fulfill those critical needs that would have otherwise killed the campaign. Clients stay with us because they know our incredible staff will deliver every time.”

Since 1986, IBI Data has constantly innovated and worked with their clients and partners to drive cost savings while expanding the wide variety of services they provide that help manufacturers reach their sales goals.