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## REVENUE OPTIMIZATION COMPANIES

At a time when many are proclaiming the death of traditional retail stores, Brett Beveridge's company sees it as an opportunity for growth.

Beveridge is the CEO of Revenue Optimization Companies, a retail services company that advises retailers on how to lower costs and increase revenues. It has four divisions, each focused on a different retail solution.

Revenues for the company increased 174 percent between 2014 and 2016, and totaled \$62.88 million in 2016. The company currently has more than 2,000 fulltime employees, Beveridge said.

One segment of the Coral Gablesbased company places ROC sales teams inside existing retail stores, such as Walmart, to help sell technology products, such as mobile phones and home security.

Another area of focus is gathering and analyzing metrics for its clients on consumers through mystery shopping, customer surveys and compliance audits.

Beveridge, who previously founded specialty wireless retailer Let's Talk Wire-



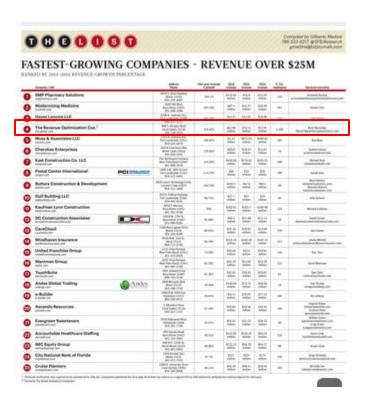
Brett Beveridge, CEO, Revenue Optimization Companies

less & Cellular, said he noticed from past experience that big box-retailers oftentimes were not adept at selling electronic or high-tech products and services.

His new company helps solve that challenge by focusing on individual customers' needs and truly understanding the technology behind the product, he said. Beveridge said that he sees continued growth in the technology side of retail.

"There are a lot of retailers that are struggling and our companies are set to drive revenues and decrease costs," Beveridge said.

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The Revenue Optimization Cos. <sup>2</sup>	800 S. Douglas Road		\$62.88	\$35.12	\$22.91		Brett Beveridge
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