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**BRETT BEVERIDGE RECOGNZIED AS “POWER INFLUENCER” AT GCI WORLDWIDE CORPORATION’S ANNUAL LEADERSHIP CONFERENCE**

*Extraordinary Women Leading Change 7th Annual Leadership Conference Recognizes Leaders Changing the World One Company at a Time*

**MIAMI** (October 31, 2019) – **Brett Beveridge,** CEO and founder of **The Revenue Optimization Companies (T-ROC)**, was honored with the “Powerful Influencer” Leadership Award at **GCI Worldwide Corporation**’s Extraordinary Women Leading Change 7th Annual Leadership Conference at AmericanAirlines Arena on Monday, October 28th. Beveridge was recognized alongside fellow business leaders including **Heather Geronemus**, Public Relations with **Ultimate Software**; **Penny Shaffer**, Market President South Florida with Florida Blue; and **Erik Sussman**, President of **Mass Mutual Financial Group**.

The "Powerful Influencer" Leadership Award is a prestigious award presented by GCI Worldwide Corporation to an outstanding leader who has been able to use their platform to influence positive change, help others to become their best, to do good for the community at large, and to grow their business while supporting others to grow their own. It is an award dedicated to leaders that are a "force for good" and helps to lift others up both personally and professionally, and have made strides to advance gender inclusion.

“It was remarkable to sit alongside fellow leaders in our business community and be recognized for the positive effects of the change we are enacting,” said **Brett Beveridge**, CEO and Founder of T-ROC. “GCI Worldwide Corporation and each of the businesses involved in the Leadership Conference are inspiring and playing important roles encouraging positive change and growth for all businesses and our neighbors in South Florida.”

Extraordinary Women Leading Change is a pioneering program of top leaders that are changing the world one company at a time. The Leadership Conference is an opportunity for top CEOs, presidents, high-level entrepreneurs, and executives to share thought provoking ideas with the audience, to help them to lead positive change in their companies and lives.

The Revenue Optimization Companies enable clients to fulfill all of their sales performance needs, bringing together the power of people and technology. Brett is Ernst & Young’s 2017 Entrepreneur of the Year - Florida and holds a 2018 Gold Stevie Award for Entrepreneur of the Year - Retail category. T-ROC and its brands have been listed on the *Inc.* 500|5000 lists and Deloitte Technology Fast 500 list multiple years in a row.

T-ROC’s solutions cover in and out-of-store sales performance management, real-time field reporting and business intelligence, full-service customer experience analysis, managed IT services and much more. T-ROC’s services can be used independently but are most effective when used together.

To learn more about The Revenue Optimization Companies (T-ROC), visit [www.trocglobal.com](http://www.trocglobal.com). Follow T-ROC on [Twitter](https://twitter.com/AskTroc), [Facebook](https://www.facebook.com/AskTROC/), [Instagram](https://www.instagram.com/asktroc/) and [LinkedIn](https://www.linkedin.com/company/the-revenue-optimization-companies/).

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**ABOUT THE REVENUE OPTIMIZATION COMPANIES**

The Revenue Optimization Companies (T-ROC) is home to four sales solutions companies that enable clients to fulfill all of their sales performance needs. The Retail Outsource (TRO): an in and out of store sales performance management company; Mobile Insight (MI): real-time field reporting and business intelligence; The Consumer Insight (TCI): full-service customer experience analysis; and SYMBITS: managed IT services. Working in synergy, these four companies form a complete ecosystem for running, managing, and maximizing the productivity of institutional efforts. To learn more about T-ROC and its subsidiaries, visit [www.trocglobal.com](http://www.trocglobal.com).