

Representative Vell Placement

JOHN KELLY
SVP, SALES



ROCHESTER, NT – Omni-ID , the leading provider of Enterprise Asset Management IoT Solutions, today announced the appointment of John F. Kelly as Senior Vice President, Sales. In his new position, he will lead the Omni-ID sales team and report to George Daddis, CEO, Omni-ID.

Kelly brings more than 20 years of experience in building and managing top-tier application and technology solution sales teams. Kelly's ability to oversee sales organizations that work in industries with complex business requirements, engage with customers, and collaboratively problem solve sets him apart as a sales leader. Kelly's expertise in enterprise resource planning (ERP), supply chain management, and customer relationship management (CRM) across multiple vertical industries provides him with the background essential to Revitas and its customers. He brings a wealth of experience in solving client problems and a proven track record of success with world-class companies, including Siebel, Oracle, SunGard, and JDA Software.

Kelly joins Omni-ID from Revitas, the leading provider of integrated solutions for contract, revenue, and compliance management. Prior to Revitas, Kelly led sales organizations from JDA Software Group, Inc., a leading provider of global supply chain management solutions, where he served as Regional VP and GM, NA Manufacturing. Kelly built JDA's manufacturing business from the ground up after the company underwent a sizeable acquisition in 2006, and he expanded the company's manufacturing software license business from \$20 million to \$48 million in just four years. Kelly closed the largest transaction in JDA history, which generated more than \$130 million in current and continued revenue.

About Omni-ID

Based in Rochester, NY, Omni-ID has developed original, patented technologies for on-metal and visual tagging to enable a broad range of applications to improve asset tracking, supply chain management and work-in-process. Omni-ID is the leading supplier of RFID tags and visual tagging systems for Manufacturing & Logistics, Energy, IT Assets and Tool Tracking. Omni-ID's versatile family of products provides a complete range of tags and auto-ID solutions for tracking and identification challenges, with unprecedented accuracy, in any environment. For more information, visit www.omni-id.com.