

September 12, 2017

## **Viv Penninti Receives CDA's Dean of the Industry Award**



CHICAGO, IL - Viv Penninti, advisor at Management Science Associates, Inc. (MSA), was presented with CDA's Dean of the Industry award Sept. 12 at the Convenience Distribution Business Exchange (CDBX) in Chicago.

Within CDA and among CDA members, Penninti is best known for having developed the InfoMetrics data program now used by more than 60 distributors to increase efficiency and boost sales and

customer service for retailer customers. It's a project operated by InfoRhythm, providing real-time sales data covering more than 170,000 unique UPCs and 100,000-plus stores across the nation. InfoRhythm, launched by Penninti, was acquired by MSA, Pittsburgh, PA last March.

"InfoMetrics has become an invaluable resource for increasing numbers of CDA distributor members since its inception in 2010 and it wouldn't have happened without the commitment and passionate determination of Viv Penninti," said CDA President & CEO Kimberly Bolin. "He has a brilliant mind and understands the importance of *information* technology to distributors and the untapped potential that can be achieved if that information is used effectively. The technological tools that have been developed through Viv's leadership now help to make that possible - and there are more to come."

"Viv views our industry in a bipolar way," said Mark Davenport, president of Core-Mark International, Inc.'s Carolina Division. "He loves the folks in it. He loves the business. He sees a huge opportunity for distributors and trading partners alike."

Penninti holds two masters degrees from Carnegie Mellon, and now lives in Pittsburgh with his wife of 30 years, Radhika. They are the parents of two children, a son, Pranav, an internal medicine resident at University of Texas in San Antonio and a daughter, Pooja, a senior studying information systems at Carnegie Mellon University, Pittsburgh, where Penninti received masters degrees in mechanical engineering and business administration.

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*The Convenience Distribution Association (CDA) is the national trade association working on behalf of convenience products distributors. Distributor members represent more than \$92 billion in US convenience product sales, serving a wide variety of retail formats. Associate members include leading convenience product manufacturers, brokers, suppliers and others allied to the industry.*

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