

British tech start-up, Virtualstock, announces new Director of Retail Sector

Digital Supply Chain Software as a Service (SaaS) platform provider Virtualstock is pleased to announce the appointment of new Director of Retail Sector, Edward Osborne.

Former Head of Dropship Operations for Tesco PLC, Head of Direct to Customer Operations for the John Lewis Partnership and latterly as part of the Partnership Supply Chain Strategy team, Edward brings direct and hands-on operational and leadership dropshipping expertise. Building on a successful career as an Army Officer across both infantry and logistic organisations, Edward's last military role was as Squadron Commander of 10 Queen's Own Gurkha Logistic Regiment. Edward is a Chartered Fellow within the Chartered Management Institute (CMI) and a Chartered Fellow of the Chartered Institute of Logistics and Transport (CILT).

Edward will be responsible for leading the growth of Virtualstock in the global retail sector. Building upon the position that Virtualstock's 'The Edge™' has achieved as the emerging standard for dropship and marketplace solutions in the UK retail sector, having already been adopted by 5 of the top 10 UK online retailers.

Virtualstock CEO and Chairman, Andrew Mills, said "We are thrilled to welcome Edward to the Virtualstock Leadership Team. He brings a depth of experience and is well-known in the industry as a leading expert in the field of direct to customer operations, which is increasingly seen as a strategic imperative as retailers address the challenges of digital transformation and the increasingly sophisticated expectations of the digital customer. This is a key appointment as Virtualstock enters its next stage of growth following the recent closing of a \$6 million investment from Notion Capital, which is seen as one of the leading B2B SaaS Venture Capital investors in Europe."

Edward added, "I am delighted to be able to deepen my relationship with Virtualstock after being a client for many years. As more and more brands recognise the opportunity of 'The Edge™', both in the Retail and Healthcare sector environments, Virtualstock stands at the vanguard of dropship and B2C fulfilment. It has already displayed its ability to support retailers and their suppliers, of all sizes, to deliver significant revenue increases, operational efficiencies and improved customer satisfaction through full use of the platform. As a vibrant company with huge potential, I look forward to developing our existing relationships, which already include the John Lewis Partnership, Tesco, Sainsbury's Argos, Dixons Carphone and Maplin as well as continuing to support the NHS in its procurement efficiency savings programme."

About Virtualstock Limited

Virtualstock is a leading British SaaS company that is transforming global enterprise supply chains and marketplaces. Its game-changing product, The Edge™, has been successful in delivering supply chain optimisation for leading retailers, the NHS, suppliers and, ultimately, their customers.

The Edge™ delivers best-in-class eProcurement functionality, including a consumer-style B2B marketplace, full procure-to-pay (P2P), product information management (PIM), catalogue management, order management, inventory and stock management, e-invoicing, track and trace, and analytics. The platform is GS1¹ and PEPPOL² certified.

1. GS1 is an international organisation that develops and maintains supply chain standards in healthcare, retail, transport and logistics and more.
2. PEPPOL (Pan European Public Procurement On-Line) is a system that provides organisations and its suppliers with a standardised connection for eOrdering, eInvoicing, electronic Credit Notes and Advance Shipping Notifications. This single eProcurement link eradicates the need for several individual connections.

www.virtualstock.co.uk

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