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Frequentz, Inc. Bolsters Leadership Position
with Addition of Byron S. Lee as Chief Technical Officer

Palo Alto, CA – March 17, 2015 – Instantaneous visibility to critical supply chain data gives companies valuable insights that can protect their business and eliminate issues, which is why Frequentz Inc. has added Byron S. Lee as Chief Technical Officer. Lee's extensive background in data and analytics will help Frequentz to continue providing cutting edge technology that is ahead of the curve, elevates insights for optimal supply chain performance, and gives companies the tools they need to build trust through transparency.

"Byron has guided four startups through successful product deliveries to acquisition, so if his impeccable track record is any indication, we will create some powerful solutions together," said Charlie Sweat, CEO, Chairman and Founder, Frequentz Inc. "He has a knack for architecting products that are agile, deeply focused on data and analytics, and have the flexibility to support a variety of industries such as consumer packed goods and pharmaceuticals."

Previously, Lee was VP of Engineering at Abaca Technology, that provided the highly scalable machine learning anti-spam solution used by Yahoo to process over 5 billion messages a day. Before that, he was VP of Engineering at M-Factor Inc, whose marketing and predictive analytics SaaS platform provided marketing investment management for consumer packaged goods companies such as The Coca-Cola Company, Procter and Gamble, and White Wave. Lee has also held executive positions at LogLogic.

Lee's experiences range from applied research at the IBM Almaden Research Center, to startups at all stages in biotechnology, pharmaceutical, mobile, security and analytics. He has led diverse technical teams in hardware, software, firmware, data analysis, machine learning, infrastructure, middleware, UI/UX, manufacturing, QA, TechOps, SysAdmin, DBAs, Corporate IT, customer support and DevOps. Lee specializes in analytic products and technology, including

data integration and ETL, relational and no-SQL databases, distributed systems, OLAP, Data Science and machine learning and visualization.

About Frequentz

Frequentz is a global leader and champion of end-to-end visibility, offering comprehensive traceability, serialization and information management technologies. Their transformative tools bolster businesses and brand reputations by improving productivity, product quality, and profitability. To accomplish this, Frequentz provides valuable insight into end-to-end supply chains, and critical business processes by collecting, storing and analyzing serialized, life history data. Applications of its software are currently used in the life sciences, agricultural, fishery and sustainability, retail, and automotive industries worldwide and promote intelligent analytics and consumer safety. For more information visit www.frequentz.com.

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