



Geoblink Shortlisted for the 2019 Innovation Award and Selected to Participate in Baringa Partners' Start-up Safari at the RetailEXPO

London, UK - 11th April 2019. Geoblink, the end-to-end retail network management platform powered by Location Intelligence, has just been shortlisted as one of the top 10 finalists to receive the "2019 Innovation Award" at the RetailEXPO. The finalists were announced [yesterday on the EssentialRetail website](#), the media publication covering the RetailEXPO conference. All entries were independently judged by a panel of well-known industry experts such as Kathryn Malloch, Head of Customer Experience at Hammerson; Ken Daley, CEO of JML; Mark McMurtrie, Director of Payments Consultancy; Matthew Valentine, Editor at Retail Design World; and Caroline Baldwin, Editor at Essential Retail.

Geoblink will be participating at the RetailEXPO in a variety of ways. Senior Vice President of Product and Growth, Rafa Pulido, will be presenting at 11:40 AM on May 1st during the TRIED It Talks portion of the event, illuminating how retailers can "Reinvent the High Street with Location Intelligence". The Geoblink team will also be present in two distinct stands during the conference: Stand 2B52 in the Discovery Zone and Stand 2A30 in the Start-up Safari. The second stand (2A30) is in collaboration with the award-winning business and technology consultancy, Baringa Partners. Geoblink was selected to participate in Baringa Partners' prestigious Start-up Safari zone to showcase its cutting-edge technology solutions to forward-thinking retailers during the event.

The concept of Geoblink's Location Intelligence platform came about when the company's Founder and CEO, Jaime Lulhe, spotted a gap in the market while working as a consultant. He observed how professionals were making retail network management decisions to expand their businesses, improve marketing efficiency or monitor point of sale performance based solely on previous experience and intuition. What Jaime Lulhe realised was that his clients could make this process simpler and more effective if they had a platform to complement their know-how and help them solve these types of challenges. He envisioned a map-centric software solution that targeted the heart of retailers' point of sale network management problems from end-to-end, combining at its core advanced analytics and predictive statistics such as sales forecasting. These insights would be visually displayed on a sleek and intuitive interface, requiring no technical expertise from business professionals using it. That was when he decided to build Geoblink four years ago in March 2015.

Rafa Pulido, Senior Vice President of Product and Growth at Geoblink, comments: "We are honoured to be so involved in this prominent retail technology event. Having Geoblink shortlisted for the 2019 Innovation Award and also being selected to showcase in Baringa Partners' Start-up Safari shows just how essential effective data analysis is becoming to survive in this new retail paradigm. The key to navigating through this turbulent climate will come down to the retailers' ability to go beyond collecting data to really understanding how to apply it to every facet of their business strategy".



About Geoblink

Geoblink is the Location Intelligence solution that helps professionals from the retail, FMCG and real estate industries make informed decisions about their business strategies. With its easy-to-use and visual interface, Geoblink's advanced data capabilities and predictive statistics empower companies of any size to perform in-depth market research and gain strategic insights in a matter of minutes. This competitive business intelligence is what allows these professionals to maximise the efficiency of their store networks, make accurate sales forecasts as well as optimise their distribution, marketing and expansion strategies.

Geoblink's Location Intelligence platform serves several top tier brands such as IKEA, Redbull, PizzaHut, PureGym, ITICO F+B, Praesepe, and The Veenno Company, among others.

For more information on how to power your business strategy with Location Intelligence, please visit: www.geoblink.com

Press Contact

Rachel Kreis
Communication Manager
press@geoblink.com
+34 910 599 784