



FOR IMMEDIATE RELEASE

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Proforma CTO Brian Carothers Named PromoStandards Distributor Person of the Year
Brian Carothers Honored for Technology Leadership and Innovation



TAMPA, Fla. (Feb. 21, 2023) – Brian Carothers, Proforma’s Chief Technology Officer, was awarded the PromoStandards Distributor Person of the Year at the Annual Tech Summit and Hack-a-Thon hosted in Tampa, Florida. This award is one of the inaugural PromoStandards Persons of the Year Awards for the Promotional Products Industry.

PromoStandards is a community of suppliers, distributors, and service providers in the promotional products industry that are committed to standardizing and enabling the quick flow of information to reduce transactional friction while promoting effective strategy execution.

"I'm incredibly proud of Brian Carothers' contribution to the industry," stated Proforma CEO, Vera Muzzillo. "He continues to raise the bar for high-level workflow automation, seamless integration, and improved efficiency."

Brian Carothers received this award as a result of his ongoing technology leadership in the industry and the PromoStandards community. He was specifically recognized for actively championing the development and implementation of standards, substantially contributing to automation in the order process, successfully identifying and solving complex problems, and generously hosting numerous PromoStandards events.

"Proforma understands that PromoStandards is the future of integration for our industry and is proud to collaborate with suppliers, distributors, and service providers for the benefit of the entire promotional products community," explained Brian Carothers, Proforma CTO. "I humbly accept this award on behalf of the Proforma leadership and technology team."

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About Proforma

With more than 40 years of experience, Proforma is the \$600 million technology and business success leader in the printing, promotional products, and packaging industry. Proforma’s investment of more than \$20 million in technology maximizes its success in the marketplace. Proforma’s record-breaking achievements include more than 50 of its Members being recognized on Inc. Magazine’s list of the 5,000 fastest-growing companies over the past three years and more than 300 Members in its Million and Multi-Million Dollar Club earning annual sales ranging from \$1 million to nearly \$50 million.

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