



rFactr, Inc. Selected as Finalist for 2016 NC Tech Awards

Charlotte, N.C. (September 27, 2016) – rFactr, Inc. has been selected as a finalist for the [NC Tech Awards](#) in New Media / Digital Marketing for innovation, excellence, and growth in this category. The NC Tech Awards is North Carolina's only statewide technology awards program, recognizing companies and individuals who have characterized excellence, innovation and leadership, presented by the [North Carolina Technology Association \(NCTA\)](#).

[rFactr, Inc.](#) helps its clients monetize marketing content, improve sales productivity, and generate leads. Its Enterprise SaaS Software, SocialPort™, is a social communication management system that allows sales representatives to quickly and easily share content on social platforms, enabling them to grow relationships and exhibit thought leadership in their industry.

“Since 1995, the NC Tech Awards have honored companies for outstanding achievement in the tech sector and use of technology. As a finalist in this year’s awards, rFactr, Inc. has distinguished itself as one of the state’s technology leaders,” stated Brooks Raiford, NCTA’s President and CEO.

A review committee comprised of non-profit, media, education, and technology leaders representing various regions of the state selected this year’s finalists. The awards process culminates with the NC Tech Awards Gala on November 10, 2016 at the Raleigh Convention Center where hundreds of leaders from across the state will gather to celebrate the tech sector and honor the winners and finalists in each category.

“We are honored to be chosen as a finalist for the 2016 NC Tech Awards. Thank you to all of the rFactr employees for their hard work and dedication, and thank you to our customers for giving us the opportunity to partner with you and your organization to drive revenue through your social activities.” Greg Gentner, rFactr’s COO

About NCTA

The North Carolina Technology Association (NCTA) is a not-for-profit, membership-driven trade association and the primary voice of the technology industry in North Carolina. NCTA is the intersection of leadership and technology, fueling the growth of North Carolina through Executive Engagement, Public Affairs, and a Knowledge Workforce. For more information, visit our website at www.nctechnology.org.

About rFactr

rFactr, Inc. is a sales technology and strategy company trusted by the world's best sales organizations who are using social media to drive leads, opportunities, and revenue. Sales teams can easily find and share content optimized to impact the buyer's journey, attract new leads, and grow key accounts. It is the one place marketing and sales can work together and track results to the places that matter most – like your CRM.

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