

**For Immediate Release**  
**March 7, 2019**

**MEDIA CONTACT:**  
**Andrea Epstein: 919.855.5458**

**NexusFx, a Tompkins International Company, Announces its Chief Strategy Officer**  
*Mudit Rawat joins NexusFx as Chief Strategy Officer.*

**Raleigh, NC** - NexusFx, a [Tompkins International](#) company, is proud to announce Mudit Rawat as Chief Strategy Officer. [NexusFx](#) empowers consumer packaged goods (CPG) brands to build and manage direct-to-consumer (D2C) experiences, engagements and sales through its technology, marketing and services platform. The NexusFx digital toolset also enables brands to access and utilize critical first-party data, assisting them in making real-time decisions.

Rawat is responsible for building client eCommerce strategy, technology and partnerships, setting up and optimizing new operations and tracking and measuring KPIs. Before joining NexusFx Rawat started Urbery, Canada's first on-demand grocery and alcohol delivery platform. Earlier in his career he worked in the Corporate Strategy Group of Sobeys, also working in various business development and consulting roles with companies such as Oracle and CGI.

Rawat holds a Master of Business Administration from the Schulich School of Business at York University and a Bachelor of Engineering, Electronics and Communications from the Birla Institute of Technology.

"Mudit's expertise building successful client strategy for eCommerce is an essential benefit to Tompkins International's complete direct-to-consumer solution for our clients," stated [Jim Tompkins](#), CEO, Tompkins International.

**About NexusFx**

NexusFx, a Tompkins International company, builds and manages direct-to-consumer (D2C) channels for CPG brands. Our agility and flexibility to work within and around existing CPG processes ensures that projects are launched with speed and on budget. From strategy formulation to customer insights to product fulfillment, NexusFx's integrated approach delivers D2C capabilities to any brand entering or looking to grow further within the D2C market. For more information visit: [www.nexusfx.com](http://www.nexusfx.com).

**About Tompkins International**

A supply chain consulting and implementation firm that maximizes supply chain performance and value creation. We enable clients to be more profitable and valuable, while also becoming more agile, flexible and adaptive to the marketplace. Tompkins collaborates

with client teams to develop improved operations strategies, supply chain planning and execution across all the Mega Processes of supply chains (PLAN-BUY-MAKE-MOVE-DISTRIBUTE-SELL). Tompkins is headquartered in Raleigh, NC and has offices throughout North America and in Europe and Asia. For more information visit: [www.tompkinsinc.com](http://www.tompkinsinc.com).

###