

FOR IMMEDIATE RELEASE



## **TRXio™ to Present Session on “Start with Why” at the 2019 CEDIA Expo**

**Littleton, Colo, August 20th.** - TRXio™, powered by Cairnstack Software, will present a complimentary business educational series on growth and strategic thinking. The first in the series, *"Ignite Growth and Build a Competitive Advantage from Within: Featuring Simon Sinek's 'Start with Why,'"* will offer insight into finding a company's "WHY" and using it to drive accountability through all phases of business.

Special guest, Lee Prosenjak, an Igniter from Simon Sinek's team, will explore WHY some companies gain a competitive advantage through effective communication, sales strategies, and strong cultures. Prosenjak has worked with thousands of entrepreneurs and leaders in 30+ countries to facilitate strategy sessions, retreats, training, and group development work. Reid Hanson, a former CE integrator, and chief executive officer and founder of Cairnstack Software/TRXio, will examine how companies can ignite growth through effective inventory control.

"Attendees will leave our session with ideas on how to incorporate the WHY to drive their businesses forward, including using real-time data to gain inventory visibility and maximize profits," said Hanson, "To grow in today's CE industry, success can no longer be measured by gross profit but on how well a company manages its inventory and people."

The session will be held during the 2019 CEDIA Expo at the Colorado Convention Center. It will run from [11:00am-12:30 pm on September 12th \(Room 1E\)](#), and [9:30am-11:00 am \(Room 1B\) on September 13th](#). Session attendees can register for free for the CEDIA Expo by [clicking here](#). Attendees are eligible to earn .75 CEU credits.

### **About TRXio, powered by Cairnstack Software:**

TRXio™, powered by Cairnstack Software, is a cloud-based inventory management system designed for the Consumer Electronics industry. TRXio™ manages inventory and assets through every stage of business by providing end-to-end, real-time product tracking. The system allows users to add shipment details to orders, organize products by internal location, receive alerts on

inventory levels, view inventory in vehicles, plus much more. TRXio™ delivers inventory enlightenment to increase productivity, reduce costs, and create employee accountability. It integrates with many software platforms, including D-Tools and QuickBooks.

TRXio will be exhibiting at Booth #4124 at the CEDIA Expo. For more information on the educational session or TRXio™ , Inventory Management for Growth™ , please visit [trxio.com](http://trxio.com) or contact 303-862-3000.

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