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FOR IMMEDIATE RELEASE

Supply & Demand Chain Executive Names Apty's Chief Strategy Officer as Recipient of 2024 Pros to Know Award

This Award Recognizes Outstanding Executives Whose Accomplishments Offer a Roadmap for Other Leaders Looking to Leverage Supply Chain for Competitive Advantage

AUSTIN, TX—March 8, 2024 — *Supply & Demand Chain Executive*, the only publication covering the entire global supply chain, has named Matt Palackdharry, Chief Strategy & Revenue Officer at Apty, as one of the winners of this year's Pros to Know award, which recognizes outstanding executives whose accomplishments offer a roadmap for other leaders looking to leverage supply chain for competitive advantage. This recognition is for the "Rising Stars" category.

"Many of today's supply chain pros are more than just leaders within their space; they're innovators, decision makers, pioneers of change and growth. They've spent the last year (and more) creating safer, more efficient supply chains," says Marina Mayer, editor-in-chief of *Food Logistics* and *Supply & Demand Chain Executive*. "New this year, we broke the award down into four distinct categories: Top Warehousing Stars; Top Procurement Stars; Rising Stars; and Lifetime Achievement. These winners continue to go above and beyond to overcome challenges, advance supply chain management, and make the impossible, possible."

Recipients of this year's award will be profiled in *Supply & Demand Chain Executive's* March 2024 issue, which will be distributed at MODEX 2024 and at www.SDCExec.com.

Palackdharry's experience in supply chain spans well beyond his time at Apty. Prior to Apty he was on the executive team that rebranded Vinimaya as Aquire and sold it to Coupa in 2018. The Coupa Marketplace module, which Aquire became, is the top-selling S2P marketplace in the world. After Aquire, he was part of the executive team that transformed Tealbook, increasing its value from \$10M to \$285M before exiting to join Apty.

In his position as Chief Strategy Officer at [Apty](https://www.apty.com), a software value realization platform, Palackdharry added supply chain management (SCM) as a dedicated software vertical, addressing user experience (UX) needs for platforms like Coupa, SAP Ariba, and Oracle SCM that drive value. His expertise in this solution area means that Apty customers adopting SCM solutions now have a way to maximize their investments through digital adoption platforms (DAP), which help with user onboarding and training, as well as increasing productivity and efficiency, and ensuring proper use of applications resulting in real-time and accurate data to support innovation and cost-savings.

“Over the years, I have noticed that the supply chain is often one of the last areas of the enterprise targeted for innovation. DAPs have not been as widely adopted for SCM applications as they have for, say, customer relationship management (CRM) systems,” says Palackdharry. “According to Gartner, by 2025, [70 percent](#) of organizations will use DAPs within their technology stack to overcome still insufficient application user experiences, primarily in the areas of sales force automation (SFA), human resources (HR), ERP, and customer support. I am now squarely focused on making sure SCM is similarly prioritized, and solidifying Apty as the best DAP in the market.”

Go to <https://sdce.me/9nuat3bs> to view the full list of winners. Go to www.SDCExec.com/awards to learn more about other *Supply & Demand Chain Executive* awards.

About *Supply & Demand Chain Executive*

Supply & Demand Chain Executive is the only supply chain publication covering the entire global supply chain, focusing on trucking, warehousing, packaging, procurement, risk management, professional development and more. *Supply & Demand Chain Executive* and its sister publication, *Food Logistics*, also operate SCN Summit and the Women in Supply Chain Forum. Go to www.SDCExec.com to learn more.

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About *Apty*

Apty is a leading Digital Adoption Platform (DAP) company that specializes in maximizing return on investment for enterprise software by enhancing user adoption. The platform empowers organizations to streamline their software adoption processes, improve productivity, and unlock the full potential of their software investments. Every month, millions of users worldwide use Apty to learn web-based apps and excel in their jobs at leading companies like Mary Kay, Mattel, and Hitachi.

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