For Immediate Release

Former Perry Ellis International Executive Joins GSP’s AccuStore

Futurist Williams brings 15 years executive experience to VP role.

Clearwater, Fla., Mar. 8, 2022 – AccuStore, a GSP company, a leading retail services provider, announced today that retail veteran Jennifer Williams has joined AccuStore in the role of Vice President. She brings her in-depth knowledge of the challenges that exist in retail execution and marketing. Williams will oversee AccuStore’s strategy and sales.

Williams comes to AccuStore from Perry Ellis International, where Williams earned industry recognition awards for excellence in operations and visual execution. She is well known for her personalized instore digital touchpoints that live sales and improve shopper’s experiences. A regular speaker at industry events, she’s known for sharing her forward-focused retail industry perspectives at conferences and conventions including the National Retail Federation and Future Stores Miami. AccuStore’s capabilities dovetail into her vision of the future of retail.

“AccuStore’s tools solve many of the pain points that cost retailers both time and money,” Williams said. “With experience at many levels in retail, it’s easy for me to communicate AccuStore’s value.”

With continuous improvements to the enterprise software suite, including Virtual Store Walkthroughs, AccuStore’s comprehensive enterprise vision makes it “single source of truth” for retailers to customize and curate their merchandising as well as their messaging as it impacts the associated personnel costs.

About AccuStore
AccuStore is the result of more than 40 years of helping retailers gain store-level intelligence to enhance operations, marketing, facilities management, loss prevention and human resources. Its enhanced store profiling technology makes it easy for consumer-facing businesses to access real-time information about every site. AccuStore customizes a database of site-level details and stores it securely on a cloud-based platform with a web interface and mobile app for 24/7 access. The mobile app enables managers to turn their strategic plans into store-level results on the go. A GSP Company, AccuStore is based in Clearwater, Fla. To find out more, visit accustore.com.