

For Immediate Release 4/4/25



**STORIS, INC.**

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### **STORIS Names Bill Trimble Senior Vice President of Strategy and Transformation**

*Former W.S. Badcock CIO brings 30+ years of big-ticket furniture retail leadership to STORIS' executive team, poised to drive strategic growth and support to STORIS' platform.*

**MOUNT ARLINGTON, N.J. – April 4, 2025** – STORIS, a leading provider of unified commerce software solutions for home furnishings retailers, today announced that Bill Trimble has joined the company as Senior Vice President of Strategy and Transformation. In this role, Trimble will spearhead growth strategy and organizational transformation initiatives across STORIS. He will join STORIS' Executive Leadership Team and focus on enhancing operational excellence, technology innovation, and strategic partnerships as the company enters its next phase of expansion.

"I'm honored to join an industry-leading organization whose commitment to exceptional customer service aligns so closely with my own values," Trimble shared. "I look forward to bringing my experience to STORIS and contributing to the continued success of our clients."

Trimble comes to STORIS after a 34-year career at W.S. Badcock Corporation, where he most recently served as Senior Vice President and Chief Information Officer. In that role, he led a team of 60 IT professionals and 110 inventory control and repair personnel, overseeing the retailer's IT strategy and enterprise-wide software and hardware rollouts. Under Trimble's technology leadership, W.S. Badcock unified its systems with STORIS across 386 retail locations in eight states, enabling consistent operations and customer experiences chain wide. He brings deep expertise in implementing large-scale retail technology platforms and driving digital transformation within the big-ticket furniture retail sector.

"We are excited to welcome Bill Trimble to the STORIS team," said Donnie Surdoval, Chief Operating Officer at STORIS. "Bill's background in retail leadership will help strengthen our solution offering and enhance our commitment to delivering exceptional client service."

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**About STORIS:** Founded in 1989, STORIS is the leading provider of unified commerce solutions for furniture, bedding, and appliance retailers. Founded over 35 years ago, STORIS offers an end-to-end platform that includes point of sale, inventory management, eCommerce, mobile solutions, and business intelligence tools. By empowering retailers of all sizes with modern, integrated software, STORIS helps its partners achieve growth, operational efficiency, and satisfied customers.