

About RFID Revolution

Founded in 2005, and based in the Washington, D.C. area, RFID Revolution LLC provides radio frequency identification (RFID) education and market strategy consulting services. It is a Central Contractor Registered (CCR) Small, Female-Owned Business, with a CAGE code of 5BF21.

RFID Revolution's interactive, Web-based learning tool, ***RFID Essentials***, provides professionals in end-user companies with comprehensive RFID working knowledge quickly and economically, so they can advance their organization's RFID initiative and speed ROI. The firm's market strategy consultants help companies with emerging RFID solutions drive revenue growth by focusing on real needs in the marketplace.

RFID Revolution co-founded and administered the RFID Excellence in Business Awards at RFID World 2007, an industry first in North America. It also co-sponsored and administered this event at RFID World 2008.

RFID Revolution's founder, Leslie Downey, has a 20-year marketing management career with General Electric and two other Fortune 500 companies. In this capacity she launched a series of global network-based application services, such as EDI services. She began her career as a sales representative with IBM.

Leslie conceived and managed the creation of ***RFID Essentials*** and was subject matter expert for the financial analysis instructional material in Module 9, "Implementing RFID for Positive ROI." She has contributed articles about RFID to the *RFID Journal*, *RFID Update*, *RFID Product News*, and *Business Week | Online*. She has an M.B.A. from the University of Chicago, and an M.A. and B.A. from the University of Illinois.

To learn more about RFID Revolution, please visit www.rfidrevolution.com.