



Media Contact
Dana Blessing, President
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about ephex

Backed by over 40 years of retail media experience, Ephex delivers expertise in the implementation of in-store retail strategies, advertising innovations and visionary marketing technology to grow shopper baskets. Through a seamless integration of streaming music, audio advertising and digital signage, the Ephex in-store media solutions meet retailers' customers anywhere in the store during the point of purchase. Strategic Navigation offers consultation and end-to-end planning and execution services to retailers, grocers, convenience stores, wholesalers, dollar stores and more. Ephex provides immersive experiences for relevant promotions and branding opportunities to connect, captivate and convert shoppers. Learn more at Ephex.com.

ephex's signature solutions include:

Strategic Navigation – Consultation and full-service management of in-store marketing programs to help retailers craft personalized strategies that navigate their customers through a curated shopping experience.

Music and Audio Advertising – Customers move through the store guided by a soundtrack that enhances the ambiance and subtly promotes retailers' products.

Digital Signage – Shoppers are engaged and educated by high-impact, strategically placed digital signage, strengthening brand recognition while encouraging purchases.

Brand Voyage – In-store media allow retailers to spotlight their brand story and deepen emotional connections, transforming casual browsers into loyal customers.

Navigator Hub – User-friendly portal to access Ephex's suite of retail enhancement tools, ad schedules and analytics designed to optimize retail operations.

executive team

Tom O'Reilly, Founder & CEO, is a visionary leader in the retail and marketing industries with over 40 years of experience. His deep understanding of store operations and supplier dynamics drives innovation and growth at Ephex. Tom's expertise in advertising, promotions, and marketing technology enhances retailer/vendor relationships, making him a key player in redefining the retail experience.

"Innovation in retail is not just about keeping up with trends; it's about setting them. At Ephex, we aim to redefine the retail experience by merging traditional values with cutting-edge technology." - Tom O'Reilly, Founder & CEO

Dana Blessing, President, has over 20 years of experience in retail operations and marketing. She specializes in creating business strategies for corporate and franchise systems. Dana's strong communication skills and analytical approach ensure successful project management and strategic alliances, positioning Ephex as a leader in digital business transformation.

"Creating meaningful connections with customers through engaging and immersive experiences is at the heart of what we do. My goal is to build lasting relationships that drive brand loyalty and growth." - Dana Blessing, President



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William Morrell, Chief Technology Officer, is a seasoned technology leader with over 20 years in the tech industry. He has successfully led two startups to acquisition and managed large-scale operations for Fortune 1000 companies. William excels in guiding diverse teams in engineering, product management, and support, driving innovation and excellence in technology ventures.

“Technology is the backbone of modern retail. My mission is to drive innovation and excellence, ensuring our solutions not only meet but exceed the needs of our clients.”
- William Morrell, Chief Technology Officer

LeeAnn Taylor, VP of Sales & Business Development, brings over 20 years of expertise in operations management, project management, and sales, particularly in the grocery and communications sectors. Her ability to optimize operations and improve service efficiencies makes her a strategic asset in driving growth and enhancing operational performance at Ephex.

“Efficiency and strategic planning are the pillars of operational success. At Ephex, we focus on optimizing every process to ensure a seamless and superior customer experience.”
- LeeAnn Taylor, VP of Sales & Business Development

Stephen Krebs, Chief Financial Officer, offers over 15 years of accounting experience, focusing on financial and project accounting within retail technology. His expertise ensures efficient financial management and integration of technology solutions into retail operations. Stephen’s meticulous attention to detail and vendor management skills drive successful implementation of innovative tech solutions.

“Sound financial management is essential for innovation. At Ephex, we ensure that our financial strategies support and enhance our technological advancements, driving sustainable growth.” - Stephen Krebs, Chief Financial Officer