



## **FMI Associate Member Search Results**

This search was performed on 05/29/2026 at 04:47 PM

If you find information that needs to be updated, please email [membership@fmi.org](mailto:membership@fmi.org).

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## InContext Solutions

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Products / Services: Research; Technology Services

**Company Description:** InContext Solutions is the global leader in enterprise mixed reality (MR) solutions for total retail optimization and shopper engagement. In a time when tech-savvy consumers are driving retail innovation, we have revolutionized the way companies understand shopper behavior and bring their new ideas to life.

Founded in 2009, we provide a unique, in-depth perspective on what consumers see on the shelf, how this impacts their purchase behavior, and why. Our virtual solutions are powered by ShopperMX™, an enterprise simulation, collaboration, and decision-support platform for retail merchandising. InContext takes a holistic approach to brand and retail challenges, and provides the solutions and insights needed to make faster, smarter, more profitable business decisions.

**Primary Contact:** Erin Feeney  
Chief Product Officer & President, Digital Content and Software Platforms

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