



More Information:

Barbara Johnson

952-653-0984

barbara.johnson@clarioanalytics.com

## Clario Analytics Announces Appointment of Phil Spade as Vice President of Sales

### Clario Expands its Sales Team with Addition of Experienced Staff to Grow its Client Base

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**Eden Prairie, MN, November 15, 2011**—Clario Analytics, a leading expert in cloud-based marketing analytics for multi-channel retailers, today announced that it has appointed Phil Spade as its new vice president of sales to address the growing demand for Clario’s cloud-based marketing analytic solutions. The sales expansion builds on its marketing investment in new branding, a new website and the launch of Clario Core and Clario Zone in the last six months.

Phil Spade joins Clario after serving as vice president, strategic accounts at Iconoculture, a consumer research and analysis agency. Phil brings entrepreneurial drive and experience in building strategic customer relationships with Fortune 1000 companies and will lead all sales for the company. Reporting to Phil is Erik Tropple, who brings over 10 years of marketing agency experience to the role of sales director.

“With the addition of a sales executive leader we are responding to the growing market demand for our products and services,” said Matt Redlon, Clario Analytics CEO and co-founder. “Phil has a proven track record in building and leading an effective sales team with impressive results in generating revenue. He will develop and nurture our growing base of multi-channel retail customers. Working with him, Erik Tropple will support our sales expansion efforts in a sales management role. Both team members bring key skills to our team and will be instrumental in growing and servicing our client base.”

Commenting on his appointment, Phil Spade said, “This is a great opportunity and time to join Clario Analytics. With its recent launch of Clario Core and Clario Zone, along with a new website and branding, Clario is in a strong position and I am excited about leading the sales effort.”

#### ABOUT CLARIO ANALYTICS

Clario Analytics develops and markets analytic marketing solutions via a cloud-powered, Software-as-a-Service deployment model. Clario brings unique insight into customer behavior through sophisticated analytics and world-class expertise. Clario Core transforms raw customer data into actionable, customer-level intelligence, allowing marketers to create more personalized programs and profitable results. Clario Stream is a powerful contact optimization engine that helps increase both marketing efficiency and effectiveness, while improving customer interactions. Clario Zone offers geo-demographic data solutions for census and climate data that lets marketers target their campaigns. For more information visit our website at [www.clarioanalytics.com](http://www.clarioanalytics.com) or call 952-653-0980 or 866-849-3341.

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