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## Clario Analytics Announces the Appointment of Carrie Bourke as VP of Client Operations

### Clario Taps Direct Marketing Operations Leader to Lead Client Operations and Support Area

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**Eden Prairie, MN, September 10, 2012**—Clario Analytics, a leading expert in cloud-based marketing analytics for multi-channel retailers, today announced that it has appointed Carrie Bourke as its new vice president of client operations. In this new role she will be responsible for client operations, including strategy, support and ensuring operational execution of its solutions to a growing base of multi-channel retailers.

“Carrie has a proven track record managing operational teams for the retail industry,” said Matt Redlon, Clario Analytics CEO and co-founder. “We’ll be tapping Carrie’s deep industry expertise to enhance both the operational delivery and the strategic impact of our solutions to our rapidly growing client base. With her strong leadership skills we’ll be in a great position to accelerate the delivery of end-to-end solutions to our clients.”

Prior to Clario Analytics, Carrie was the director of circulation and customer analytics for Staples.com, where she played a key role in driving Staples.com growth. Carrie also held previous senior management and consulting positions working with companies such as American Airlines, Blair, L.L. Bean, and Verizon. Carrie will report directly to Matt Redlon, Clario’s CEO and co-founder, starting September 10, 2012.

“I am excited to be joining Clario Analytics during this period of rapid expansion,” said Carrie Bourke, vice president, client operations. “Since I have lived in the direct marketing retail world my whole career I understand the need for solutions focused on optimization, revenue attribution and lifetime value (LTV). I have great respect for the management team and their vision to bring modern-day analytics to a wider range of organizations. I look forward to leading the client operations team to deliver world-class solutions that fulfill that vision.”

#### 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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