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Clario Analytics Appoints Jason Rysavy as Corporate Vice President of Marketing

Marketing Analytics SaaS Provider, Clario Analytics, Appoints Agency Entrepreneur to Lead its Marketing Initiatives.

Eden Prairie, MN—February 4, 2013—Clario Analytics, a leading expert in cloud-based marketing analytics for multi-channel retailers, today announced the appointment of Jason Rysavy as its new Vice President of Marketing. Rysavy is the founder and CEO of Catalyst Studios, a highly successful interactive marketing agency serving high-profile clients, including: Target, Kohl’s, Disney, Best Buy, and Medtronic.

“Jason’s firm works with corporate marketing departments to develop and refine innovative, user-centric marketing campaigns,” said Matt Redlon, chief executive officer at Clario Analytics. “His clients, like Clario’s clients, are marketers. This gives Jason perspective and culture that dovetail beautifully with our mission. We want to speak directly to marketers with our solutions, and Jason’s leadership will help us target and improve that communication. In addition to leading our marketing department, we plan to tap his talents to help build new solutions for our marketer clients - particularly for their digital channels.”

Rysavy founded Catalyst Studios in 1999, and ran it successfully for 13 years before deciding to sell the firm and pursue other ventures. “I am delighted to join Clario,” he said. “Helping marketers realize the biggest gain from their marketing efforts is my passion, and it’s a passion clearly shared by the Clario team. This is a successful company with a deep entrepreneurial spirit and a commitment to the success of its clients. It’s a pleasure to be part of an organization like this.”

“At Catalyst Studios, Jason worked with many companies crafting strategic marketing initiatives,” added Redlon. “By focusing his talents and experience on Clario, and by extension our clients, we think he’s capable of helping us reach a higher level of success in the business.”

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. Visit our website at www.clarioanalytics.com or call 952-653-0980 or 866-849-3341.

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