Cogensia announces expansion with hire of Barbara Olson as Senior Vice President, Loyalty Solutions, along with 3 new hires

CHICAGO, Ill., Aug. 12, 2014 (SEND2PRESS NEWSWIRE) — Cogensia continues to grow its management team through addition of several new employees at Cogensia; including Barbara Olson as Senior Vice President, Loyalty Solutions, Mary Kay Simpson as Vice President, Product Management and Marketing, Albert Pardilla as Manager, Client Solutions, and Andie Kulach as Account Manager.

Barbara Olson is a seasoned marketing executive and loyalty marketing leader with over 20 years of experience driving company sales and profitability through effective, measurable, data-driven marketing initiatives that acquire, retain, and build relationships with profitable customers. Prior to joining Cogensia, Barb worked for Best Buy leading and revamping their loyalty program, and spent 10 years with Carlson Marketing managing 10 client brands including: Visa USA, Hallmark, AMC Theatres, Carlson Hotels Worldwide, TGI Friday's restaurants, and Radisson Seven Seas Cruises.

Mary Kay (MK) Simpson joins us as Vice President, Product Management and Marketing. This newly created position underscores the emphasis on new products and services marketers are looking for. MK brings 15+ years of successful Product Management experience to Cogensia. MK's experience in list development, customer databases, offline/online data integration and analytics provide the expertise needed in this position. Prior to joining Cogensia, MK worked for LSSiDATA and The Allant Group.

Albert Pardilla joins us as Manager, Client Solutions. Albert brings 14 years of targeted marketing experience as a business data strategist and solutions engineer for retail consumers and B2B industry clients. Prior to joining Cogensia, Albert spent 7 years with Tribune Company working with a variety of national retailers and organizations to create data-driven strategies in their loyalty and acquisition campaigns.

Andie Kulach joins us as Account Manager. Andie is an experienced marketing manager with 15+ years of successful metrics-driven loyalty experience across multiple industries. Prior to joining Cogensia, Andie worked on the OfficeMax MaxPerks program, Lettuce Entertain You's Frequent Diner program, and provided customer base management services to multiple telecommunications companies.

"These leaders allow us to continue to deliver on the promise of customer-centric marketing, and adds to our collective expertise and strength our clients expect," says Cogensia President and CEO, Brad Rukstales.

About Cogensia, a CAC Group Company:
Cogensia is a customer marketing solutions firm empowering clients with data and insights by delivering technology solutions that facilitate program design, data management and integration, access to external data, and real-time intelligence. Today, Cogensia partners with clients on an international basis driving compelling intelligence for their digital advertising, online and offline CRM, real-time predictive modeling, and data management to deliver incremental ROI.

For more information, visit http://www.cogensia.com/.

*PHOTO: Send2Press.com/wire/images/14-0812-olson_300dpi.jpg .

*Photo Caption: Cogensia welcomes Barbara Olson as Senior Vice President, Loyalty Solutions.

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