

# Cogensia Company Growth Results in Hire of Craig Bettmann and Promotion of Joel Schiltz

CHICAGO, Ill., Dec. 2, 2013 (SEND2PRESS NEWSWIRE) – Cogensia announced today that Craig Bettmann has joined Cogensia as Vice President, Client Solutions and Joel Schiltz has been promoted to Chief Operating Officer and Senior Vice President, Client Solutions.

Craig will work closely with key clients on strategies to tackle some of the most difficult challenges our clients have designed to grow their business. Additionally, he will take lead role in the development of new innovative products and services for our clients.

Craig has refined his analytical skill set to consistently provide business strategies for B2B and B2C clients.

“Craig brings a unique talent for listening to clients, understanding their needs, designing data-driven solutions, and effectively communicating recommendations and results to all audiences,” Brad Rukstales, President and CEO of Cogensia says.

Craig started his career at InfoWorks, analytic division of Rapp Collins Worldwide. He has managed analytics teams at GE Capital, and most recently, designed, implemented, and managed research and analytics solutions at BI WORLDWIDE. His clients include: Cisco, HP, Microsoft, Juniper Networks, Red Hat, GAP, Macy’s, Wells Fargo, US Bank, Verizon, AT&T, Honda, and Coca-Cola.

We are extremely excited to have Craig bring his deep belief that each client has unique challenges, so the strategy and solution must be specific to those challenges. He draws his passion for success from his proven track record of partnering with his clients.

“During Joel Schiltz’s tenure at Cogensia, he has designed and implemented a unique infrastructure that enables our clients to deliver some of our most effective campaigns to market, with some of the highest ROI’s they’ve seen,” said Rukstales.



Joel's expertise lies in building comprehensive custom segmentation solutions, predictive modeling, and integrating complex data infrastructure. Joel has worked with big data to not only build our clients' business, but also manage their strategy solutions.

"Joel will continue to build business and provide our clients with his best in class strategies, while also taking on the role of Chief Operating Officer," Rukstales says.

Joel brings 16 years of experience crafting analytic solutions to address a broad range of marketing challenges for clients such as LensCrafters, Lowe's, Office Max, and Hibernia National Bank. Prior to joining Cogensia, Joel served as a marketing consultant at InfoWorks, the analytic division of Rapp Collins Worldwide, where he developed various complex statistical models to predict and measure customer behavior.

**About Cogensia:**

Cogensia is committed to intelligence that compels. It remains dedicated to driving marketing results through compelling insight, while partnering with its clients. It invests in people, processes and technology that continue to bring this mission to life. For more information, visit <http://www.cogensia.com/>.

Photo 1 caption: Craig Bettmann has joined Cogensia as Vice President, Client Solutions.

Photo 2 caption: Joel Schiltz has been promoted to Chief Operating Officer and Senior Vice President, Client Solutions.

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