

Cogensia Continues to Expand with Announcement of 8 New Hires for Customer-Centric Marketing

CHICAGO, Ill., Aug. 21, 2014 (SEND2PRESS NEWSWIRE) – In order to continue to deliver on the promise of customer-centric marketing, Cogensia welcomes 8 new hires to its staff. Cogensia is a customer marketing solutions firm empowering clients with data and insights.

“Marketing services – in particular, data mining, data sciences, and the management of big data – require growing technical expertise, and we are pleased to continue our leadership in the industry with this expansion,” said Cogensia President and CEO, Brad Rukstales.

Mindi Barber joins Cogensia as an Account Manager. Before joining Cogensia, Mindi worked on Social CRM campaigns for Hyundai Motor America, and also spent 4 years at Harte-Hanks.

Ina Rajewski joins Cogensia as an Account Coordinator. Before joining Cogensia, Ina spent 5 years at Experian as an Account Manager and Marketing Services Account Director.

Thomas Schar joins Cogensia as Director, Information Technology with experience in back-end programming, relational databases and development/maintenance of complex and critical systems. Prior to joining Cogensia, Tom worked as a HIPAA/HITECH Security Officer and continues to bring a high-level standard of security to Cogensia.

David Nomo joins Cogensia as Senior Developer with over 10 years of IT software engineering and programming experience with an emphasis on back-end database manipulation. David also owns an M.S. in Computer Science.

Bryan Endres joins Cogensia as a Senior Analyst with an impressive track record of cross-channel analytic excellence, leveraging skills and platforms such as Hadoop, Python, Tableau, JavaScript, SQL, and SAS.

Shan Jiang joins Cogensia as a Senior Analyst with a Master of Science in Marketing Analysis. Prior to joining Cogensia, Shan worked at Sears Holding as an Online Merchandiser, and was a Market Research Volunteer for the American Marketing Association.

Sandeep Yarradoddi joins Cogensia as a Senior Analyst. Sandeep recently graduated from the University of Illinois Urbana Champaign with a Master of Applied Mathematics, where he worked as a Statistics Research Assistant in Data Mining.

Angus Yang joins Cogensia as an Analyst. Before joining Cogensia, Angus worked with the United States Air Force as a Weather Analyst, and served as

VP of DePaul University's STATCOM organization, providing pro bono statistical consulting to local nonprofit, governmental, and community service organizations.

About Cogensia, a CAC Group Company:

Cogensia is a customer marketing solutions firm empowering clients with data and insights. Cogensia delivers technology solutions that facilitate program design, data management & 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/>.

*LOGO: Send2Press.com/wire/images/14-0821-cogensia_300dpi.jpg .

News issued by: Cogensia



Send2Press® Newswire

Original Image: https://www.send2press.com/wire/images/14-0821-cogensia_500x375.jpg

#

Original Story ID: 2014-08-0821-001 (9557) :: Cogensia-Continues-to-Expand-with-the-Announcement-of-8-New-Hires-for-Customer-Centric-Marketing_2014-08-0821-001

Original Keywords: CAC Group Company, customer-centric marketing, data mining, data sciences, CRM, business intelligence Cogensia Chicago Illinois CHICAGO, Ill.

Alternate Headline: Customer-centric marketing firm Cogensia welcomes eight new team members

NEWS ARCHIVE NOTE: this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Thu, 21 Aug 2014 10:41:29 +0000

Original Shortcode for Story: <http://i.send2press.com/rm0Ke>