



THE CUSTOMER ENGAGEMENT EXPERTS™

## **Customer engagement experts Exchange Solutions strengthens management team with Brenda Higuchi**

### **Brenda Higuchi brings 20 years of experience in strategy and analytics**

**Toronto, ON – January 9, 2014** – One-to-one customer engagement experts Exchange Solutions has strengthened its management team with the appointment of Brenda Higuchi as Senior Vice-President of Analytics and Optimization

Ms. Higuchi, a 20-year veteran of the analytics industry, will be responsible for leading analytics and optimization efforts at Exchange Solutions, enhancing client relationships and creating innovative services and solutions to benefit new and existing clients and their business objectives.

“In this new role, Brenda will help us leverage our unique lens into customer engagement and behavior and the massive amount of raw data that our current and future solutions generate into insights that we will use to continuously improve the results that we create for our current and future clients,” said Steven Hoffman, President and CEO, Exchange Solutions. “Brenda is well-known within the industry for driving business results and maximizing profitability through the delivery of exceptional design, impactful analytics, and continuous optimization.”

Higuchi has a long, distinguished history as a strategy and analytics professional with an impressive track record of client results, team building and driving revenue growth. Most recently, she was the Vice President of Strategy, Analytics and CRM at Aimia. Some key loyalty programs that Higuchi was responsible for designing are SCENE (Cineplex/Scotiabank) and myHusky Rewards. She holds a BSc in Statistics from McMaster University and a MSc in Statistics from University of Toronto.

### **About Exchange Solutions**

With offices in Toronto and Boston, Exchange Solutions provides one-to-one customer engagement solutions that result in measurably superior ROI to traditional loyalty programs by creating sustainable and profitable communities of loyal customers. With 17 years of expertise, they have maximized relations with their partners and trusted third parties to serve over 30 million customers and support close to 250 million transactions per month — totaling \$6 billion in purchases per year. To learn more, visit [www.exchangesolutions.com/](http://www.exchangesolutions.com/) , [Twitter @ExchangeSolns](#), [LinkedIn](#)

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