

VisiStat CEO Jim Bennette To Chair Web Analytics And Social Media Optimization Track At eTail Palm Springs 2012

Session will bring together executives from major corporations and ecommerce innovators to discuss the importance of measuring customer touch points – including Social Media.

San Jose, CA – February 15, 2012 – VisiStat, a provider of cloud-based customer intelligence solutions that deliver key business insights for small/medium businesses and enterprises (SMB/SME), today announced that the company’s CEO Jim Bennette will serve as Chairman for the Web Analytics and Social Media Optimization track at eTail Palm Springs 2012 on Wednesday, February 29 beginning at 12:40 p.m.

The session will feature speakers from companies such as Sony Corporation, Hewlett-Packard, GameStop, and Cinsay, among others. VisiStat will also be demonstrating the latest version of its customer intelligence solution on the show floor at Booth 133.

“This session will highlight the critical role that measurement and analytics play in the ecommerce world, where so many key customer touch-points exist,” said Jim Bennette, CEO of VisiStat. “I’m looking forward to working with such an outstanding roster of speakers and panelists to provide valuable insights to online retailers and service providers.”

Jim Bennette has over 23 years of executive level business development, sales and marketing experience and a long history of bringing revolutionary companies to market. Most recently, Jim has held executive strategic consulting and advisory roles at Adobe, Crowdfunder and Coggno. Prior to that Jim was VP of Sales, Business Development, Marketing and GM for Digital Fountain where he was instrumental in rebuilding the company as a leader in digital media distribution to mobile devices and over broadband. Prior to that Jim was the Vice President of Sales and Business Development for Akimbo Systems, the first real service

provider for IP-based video-on-demand content delivery to TVs. Before Akimbo, Jim was the Vice President of Business Development for Orb Networks, a software solution for digital media place-shifting. Jim also held executive positions at Aim Technology, E-Color and Phoenix Technologies. Along the way Jim also founded a few companies including TheCrowd.com.

For more information on eTail Palm Springs 2012, please visit <http://www.wbresearch.com/etailusawest/>.

About VisiStat

VisiStat's customer intelligence platform captures complex analytical data in real-time, and simplifies it specifically for SMB/SME organizations, enabling well-informed business decisions that increase sales opportunities and maximize online marketing effectiveness. For more information, please visit www.visistat.com, call 408.458.9981 or e-mail info@visistat.com. You can also read the company's blog at <http://blog.visistat.com/>

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