



# VueLogic<sup>®</sup> Management Team

## CUSTOMER INTELLIGENCE SOLUTIONS:

### POWERLINK<sup>™</sup>

The implementation of a unique key that links identities across channels in a customer centric repository

Enables our clients to understand prior customer behavior and predict the outcome of future interactions

### POWERVUE<sup>®</sup> CRM ANALYTICS

A cloud based, privacy compliant CRM Analytics database deployed in less than 8 weeks using your customer data.

Based upon a simple 4-Step process:

- Selection
- Validation
- Prediction
- Measurement (ROI)

Provides the ability to quickly understand your most valuable customers at the individual (consumer or business) level

A simple way to micro-target offers to discrete groups of customers based on their behavior

Predictive Analytics providing individual based recommendations and offers

Real-time, online, "clear-box" monitoring and validation

## Tom Gordon – Chief Executive Officer

Tom is an executive with extensive experience in federating credit data, data scoring, segmentation, and GIS applications. As CEO at TRADE Inc., OTF Technologies and EVP Operations at DepotPoint, Tom led these organizations through start up, capital raise and successful exit. Tom has 33 years in the consumer information and analytics field working including Equifax (NYSE:EFX) 21 years and 4 years leading Fiserv's international white collar crime practice.

## Ron Garmon – Chief Operating Officer

Prior to founding VueLogic, Ron served as Senior Vice President of Equifax Inc. (NYSE: EFX), where he led operations in 21 countries across 5 continents. In his role as Senior Vice President his assignments included – International CIO, President Equifax Secure, President Equifax Check Services International and Chief Operating Officer, Equifax Check Services.

## Jim Deffenbaugh – Chief Technology Officer

Jim has 25 years experience leading technology organizations in high volume, data sensitive environments. Prior to joining VueLogic, Jim spent 20 years with Equifax where he most recently led the Global Infrastructure Outsourcing team responsible for the outsourcing and management of 9 data centers across the globe.

## Veronika Monteleone – Director of Applied Mathematics and Modeling

Veronika brings 17 years experience as a systems engineer and designer of real-time software applications for RCA, ATT Bell Laboratories, Syva, General Atronics and Paradyne Inc. Her experience as an engineer included the development of signal processing algorithms and the implementation and test of those algorithms in real-time software systems. She is an Adjunct Professor at Kennesaw State University teaching Applied Statistics at the graduate level.

## VueLogic<sup>®</sup> - Powering Customer Intelligence

VueLogic is a cloud based CRM analytics solution. We enable you to understand prior customer behavior and predict the outcome of future interactions (monetary and non-monetary), across channels, in a confidential and secure environment to maximize revenue from your existing customers.