



CONTACT: Jeff Herrera
Vice President, Marketing & Channel Development
press@guidance.com
310.754.4000

Former Razorfish Technology Executive Joins Guidance as Head of Technology

MARINA DEL REY, Calif. (July 13, 2016) – Guidance®, a customer centric commerce services provider that enables branded manufacturers and merchants to accelerate growth, announced today that Ron Davis has joined Guidance as a senior vice president of technology and member of our executive team, reporting directly to CEO Jason Meugniot.

Davis will ensure merchant client satisfaction and quality delivery, oversee solution architecture, and set technical vision and innovation strategies for Guidance.

“Ron is a proven technical leader with over 20 years of experience serving Fortune 100 clients during his career,” said Meugniot. “He shares our core values and our focus on delivering merchant clients with the highest quality commerce solutions in the industry. The only way we can do this is by working with great people like Ron who do amazing things.”

“I am profoundly honored to join Guidance and to work with such dynamic and innovative teams,” said Davis. “Guidance is highly respected in the industry with an impressive roster of clients spread across several different verticals. I have admired the rich culture Guidance has developed and hope in some way I can contribute to their ongoing impact on the global commerce landscape.”

Before joining Guidance, Ron was VP of technology at Razorfish, part of Publicis.Sapient, and has held senior leadership roles at both iCrossing and Edelman Digital guiding onshore and offshore teams in the development of enterprise web and mobile applications.

About Guidance

Guidance is a customer centric commerce service provider dedicated to growth oriented mid-market and enterprise branded manufacturers and merchants in both B2C and B2B with industry leading practices in multichannel retail strategies, mobile, customer experience, innovative design, and complex system integration.

Since 1993, national flagship retailers and consumer branded manufacturers have relied on Guidance’s expertise to facilitate more than \$5 billion in web, mobile and social commerce.

Brands such as Foot Locker, Johnny Was, Robert Graham, TOMS Shoes and others, have engaged Guidance to build hundreds of world-class, omni-channel solutions that enhance customer experience and increase business performance.

Learn more at <http://www.guidance.com>.

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