



CONTACT: Norma I. Salcido
Director, Marketing & Communications
press@guidance.com
310.754.4000

Guidance Names New Vice President of Marketing and Channel Development

MARINA DEL REY, Calif. (October 19, 2015) – Guidance, a widely recognized leader in commerce solutions to retail and branded manufacturers, announced today that Jeff Herrera has been hired as its new Vice President of Marketing and Channel Development. In this role, Herrera will lead overall marketing strategy and channel development with select strategic partners for Guidance.

“Jeff brings a tremendous amount of marketing and business development experience to Guidance,” says Jason Meugniot, CEO of Guidance. “His extensive background and proven leadership in commerce, payments and merchant deployment of new technologies and innovation is exactly what we need to continue our unwavering commitment at providing best of class commerce solutions to merchants and branded manufacturers.”

Prior to joining Guidance, Herrera was head of partner marketing at Magento, where he led joint marketing, PR and content/thought leadership campaigns with Magento’s most high profile strategic partners across all of the US, Europe, Latin America and Asia-Pacific. He also spent several years at Visa leading successful merchant deployment of critical strategic initiatives such as Verified by Visa and V.me by Visa (Now, Visa Checkout).

“Guidance is deeply committed to its clients, employees and partners and has been recognized by merchants as one of the best solution partners in the industry,” said Herrera. “I am thrilled to join Guidance and look forward to further advance its innovative commerce solutions and passion for delivering the highest quality projects for merchants in the marketplace.”

Herrera holds a master’s degree in business administration from the Paul Merage School of Business at the University of California, Irvine, and a bachelor of science degree in business administration from California State University, Chico.

About Guidance

Guidance delivers sophisticated commerce strategies and omni-channel solutions. Since 1993, national retailers and consumer branded manufacturers alike have relied on Guidance’s expertise to facilitate more than \$3 billion in web, mobile and social commerce.

Brands such as Foot Locker, Johnny Was, Relax the Back, TOMS Shoes and others, have engaged Guidance to build more than 300 world-class, omni-channel websites and apps that captivate, engage and encourage loyalty.

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

###