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## **Robert Herjavec, Founder & CEO at Herjavec Group, Joins Guidance, Magento, PayPal and dotmailer at Magento Retail Briefing**

### **Successful Entrepreneur, Businessman, Author, and Leading Investor on *Shark Tank* will Provide Keynote at this Exclusive Retail Event**

**MARINA DEL REY, Calif. (March 14, 2016)** – Guidance, a customer centric commerce services provider that enables branded manufacturers and merchants to accelerate growth, announced today that Robert Herjavec, a leading investor on *Shark Tank*, ABC's Emmy Award-winning television series, and the Founder & CEO of Herjavec Group, will present at an exclusive Magento Retail Briefing at The Riviera Country Club in Pacific Palisades, Calif. on Thursday, March 24, 2016. Robert will share his insights on commerce, security, innovation and the overall customer experience to maximize growth.

This exclusive executive retail briefing is specifically designed for mid-market and enterprise level merchants who are interested in learning more about Magento's next generation commerce platform, Magento 2.0, and how partners like Guidance, PayPal, a global technology platform and payments leader, and dotmailer, the email automation platform of the dotdigital Group, plc., a leading SaaS provider for digital marketing professionals, are leading the way to accelerate continued marketplace momentum on the platform.

A dynamic entrepreneur, Herjavec has built multiple information technology companies and sold several to major players such as AT&T. He founded Herjavec Group in 2003, and the Company has quickly become one of the fastest-growing technology companies.

"Robert's expertise in business, information technology, and overall commerce provides a unique opportunity for us and our merchant clients to gain valuable insights into innovation, growth and scale," said Jason Meugniot, CEO of Guidance. "As the demand for Magento 2.0 accelerates and future releases of the product come to market, we want merchants to get as much insight into the rich new features and capabilities, advanced performance and market-leading flexibility that Magento offers."

"We're excited to partner with this world-class group of commerce innovators. With our next generation digital commerce platform, we're teaming up to empower brands, retailers, and businesses, to quickly and cost-effectively deliver innovative, shopping experiences," said Mark Lavelle, CEO of Magento Commerce. "For those looking to stay ahead of the curve, this exclusive Magento Retail Briefing is a must."

If you are a merchant and want to learn more about this exclusive event, please contact Guidance at [www.guidance.com/contact](http://www.guidance.com/contact).



#### 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 more than 300 world-class, omni-channel websites and apps that captivate, engage and encourage loyalty.

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

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