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Guidance to Speak at 2015 Magento Imagine Conference

MARINA DEL REY, Calif. (April 8, 2015) – Guidance invites retailers to attend the “*Sparking Curiosity & Lasting Connections through Personalization: A Great Courses Case Study*” breakout session at the 2015 Magento Imagine eCommerce Worldwide Conference. The conference will take place in Las Vegas from April 20-22, 2015.

This session will feature Jon Provisor, Guidance CIO, and Kevin LeFew, SVP, Technology Services of The Great Courses, the leading global media brand for lifelong learning and personal enrichment.

“Magento has a reputation for being a flexible and scalable shopping cart,” said Jason Meugniot, CEO of Guidance. “But what may not be known is that it can also be a digital product manager, and a powerful personalization tool. Our presentation at Imagine will reveal what personalization strategies and Magento extensions were used to improve engagement and online sales for one of the largest digital download sites in the world.”

Meugniot will also be in attendance and available to discuss the Company’s Magento Enterprise expertise, as well as a range of other online retail development services. Attendees are encouraged to meet with the 3-time Magento Award Winner to learn more about highly customized web solutions that transform online retail channels.

Johnny Was, Pam & Gela, Ray-Ban, Relax the Back, Robert Graham, Silver Jeans, Sole Society, Tacori, TOMS Shoes and more have trusted Guidance’s Enterprise-level experience to build Magento-based solutions that transform online retail channels.

To request a meeting at the conference, please call 310 754 3808, email magento@guidance.com, or stop by the Guidance Lounge in the Imagine Marketplace.

For updates throughout the event, follow @guidance and #MagentoImagine on Twitter.

About Guidance

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

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>.

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