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Guidance Names New Vice President of Technology

MARINA DEL REY, Calif. (June 2, 2015) – Guidance, a full-service eCommerce and Omni-channel solution provider driving business for retailers, brands and manufacturers, announced today that Ben Shichman has been promoted to Vice President of Technology. In his new role, Shichman oversees the technical quality of Guidance projects.

“Ben’s promotion to Vice President of Technology is a direct result of his demonstrated expertise in enterprise-class solutions and process improvement,” says Jason Meugniot, CEO of Guidance. “His extensive background in strategic planning and tech team management has already helped Guidance achieve great efficiencies across our software development teams.”

Shichman works with developers, database administrators and quality assurance engineers to ensure a consistent technical approach and maintain exemplary quality assurance practices. He leads the development of best practices and process improvements through his expertise in software development and CMMI, a leading process improvement framework.

“Guidance has long been recognized for unparalleled eCommerce solutions and services, a commitment to technological innovation, and a true passion for quality,” said Shichman. “I am honored and excited to help further Guidance’s competitive advantages in complex back-office integrations and extend our platform expertise.”

Before Guidance, Ben was CTO at iConstituent, where he led the creation of a successful SaaS-based CRM and email marketing product line. He’s also worked as an independent technology consultant, served as the Director of Product Development at iapps and was a founder of Rock Creek Technologies.

About Guidance

Guidance delivers 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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