



Pica9 Adds SaaS Expertise to Management Team, Looks to Aggressive Expansion for CampaignDrive Platform in 2017

New Members of Senior Leadership Bring Software Experience, Innovative Management Practices to Local Marketing Automation and Digital Asset Management Provider

NEW YORK, NY, UNITED STATES, January 12, 2017 /EINPresswire.com/ -- Pica9, the leading provider of [Software-as-a-Service \(SaaS\) Local Marketing Automation](#) to multi-location brands, today announced the arrival of four new members of its management team. The announcement comes as the company is gearing up for aggressive expansion plans for its flagship Local Marketing Automation platform, CampaignDrive.

Release on company website: <http://pica9.com/news/pica9-welcomes-saas-experts-management/>

Each of the recent management hires brings extensive SaaS experience to the company. The hires span all major departments of the business, from Sales & Marketing to Product Development.

Dominic Le Claire has been named the new Vice President of Sales. Dominic brings more than 20 years sales and marketing experience to Pica9, including over 7 years in local marketing automation. His prior SaaS and management experience will help to install disciplined sales methodologies to help the Sales team reach its growth objectives (<http://pica9.com/management/dominic-le-claire/>).

Tiffany Ogren is the new Vice President of Customer Success. Tiffany's 10 years of experience in the MarTech industry gives her a wealth of knowledge about SaaS best practices and customer engagement. She has previously been with email marketing provider iContact (www.icontact.com), where she was honored for her work on major accounts (<http://pica9.com/management/tiffany-ogren/>).

Aner Fust will be taking over as Vice President of Product Development. With more than a decade of programming experience, Aner's understanding of Agile Development principles is a huge asset to the team. His objective as VP of Product Development will be to grow the development culture while consistently delivering exceptional features into CampaignDrive (<http://pica9.com/management/aner-fust/>).

Julia Chellew-Glick has been named as the new Controller. Having worked for Nomad Financial, as well as the founder of her own consulting practice, Julia will be responsible for overseeing disciplined accounting for the entire organization to maintain the company's track record of financial strength (<http://pica9.com/management/julia-chellew-glick/>).

With a track record of performance, and an increasing number of new customers being brought on board, the Pica9 team is also growing to keep pace with the company's plans for expansion. [See open job positions for all departments.](#)

The news of the recent hires underscores recent positive news for the New York-based Pica9. CampaignDrive continues to build momentum heading into 2017.

In the past few months the product has been included in a number of prestigious rankings for top marketing software. Most notably, in November Gartner included CampaignDrive in their recently published [Market Guide to Digital Asset Management](#). This report also coined the category of Distributed DAM which includes DAM systems like CampaignDrive that are specifically designed to help multi-location brands improve local marketing consistency and effectiveness. Read more at <http://www.einpresswire.com/article/360403059/pica9-included-as-a-representative-vendor-in-gartner-s-market-guide-for-digital-asset-management>

About Pica9, Inc.

Headquartered in New York City, Pica9 is a software and technology company serving the local marketing needs of major brands. The CampaignDrive platform gives local marketers the freedom to customize marketing collateral within brand-defined boundaries. Its core technologies automate the production of dozens of media types, from print, online, email, social media, broadcast & more. For more information visit: <http://pica9.com/>

Charles Groome
Pica9
9149084540xt125
email us here

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