



Vocinity Grows Advisory Board Membership Adds Agency and Retail Expertise With Gwen Morrisson

Vocinity, an assisted shopping platform that makes engagements more informative, entertaining & profitable, added Gwen Morrison to their Advisory Board.

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Vocinity Grows Advisory Board Membership Adds Agency and Retail Expertise With [Gwen Morrisson](#)

Reston, VA – Oct 10, 2022–Vocinity, a provider of next-generation [assisted shopping](#) experiences, appointed Gwen Morrison to their Advisory Board. Vocinity's [video](#) and voice-assisted selling and information discovery make shopping engagements online and in-store more informative, entertaining, and profitable.

"It is so exciting to add someone with Gwen's depth of experience to our advisory board. Her technology, retail, and agency experiences will enhance our ability to execute," said Michael Riemer, CEO of Vocinity.

Morrison is a Senior Advisor to the Open Voice Network, a partner at Candezent Advisory, and recently joined Retail Cities as a consultant. She also spent over fifteen years as CEO of WPP's Global Retail practice throughout the Americas and Australasia. She helped clients and agencies navigate the dynamic retail environment during that time. Shopper behavior, technology transformation, and marketing strategy were her engagement focus. During her tenure, she worked with brands across Convenience, Grocery, QSR, Chain Drug, and Department Stores. Her



Gwen Morrison, Candezant Advisors and Recently Added to Vocinity Board of Advisors

clients included Macy's, Walmart, Wendy's, Walgreens Boots Alliance, TJX, Coca-Cola, and Nestle.

"It's wonderful to find a company at the intersection of video, voice, and retail innovation like Vocinity," said Morrison. "The commerce landscape is continuously evolving, and I am excited to support Vocinity's leadership role as part of that change."

Vocinity works with enterprises, brands, and retailers of any size or technical ability to help them sell more for less. Go to <https://www.vocinity.com> and speak with Gabbi to learn more.

A dark blue rectangular graphic with a large, faint, stylized 'V' in the background. At the top, the word 'VOCINITY' is written in large, bold, light blue capital letters. Below it, the phrase 'Sell More For Less' is written in a smaller, orange, sans-serif font. Underneath that, a line of white text reads: 'Scalable, personalized video and voice-assisted selling and information discovery make shopping engagements more informative, entertaining, and profitable.' At the bottom, there are five circular icons arranged horizontally. From left to right: 1. A purple circle with the word 'Online' and an icon of a laptop and tablet. 2. A blue circle with the words 'In-Stores' and an icon of a hand holding a smartphone. 3. A light blue circle with the word 'Phones' and an icon of a mobile phone. 4. A blue circle with the words 'Ad/Media Networks' and an icon of a smartphone with a play button. 5. A purple circle with the words 'Metaverse (coming soon)' and an icon of a person in a virtual environment. Below the icons, the text 'Sell More For Less With Vocinity Video Assisted Shopping Platform' is written in white.

VOCINITY

Sell More For Less

Scalable, personalized video and voice-assisted selling and information discovery make shopping engagements more informative, entertaining, and profitable.

Online In-Stores Phones Ad/Media Networks Metaverse (coming soon)

Sell More For Less With Vocinity Video Assisted Shopping Platform

About Vocinity

Vocinity (www.vocinity.com) provides an omnichannel white-label interactive video platform as a service (iVPaaS) leveraging WebRTC and the latest AI, video, and voice processing technologies.

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Gwen Morrison

The platform enables enterprises, brands, retailers, and third parties to address the cost and complexity of interactive and contextual real-time video experiences. Shoppers can interact with rich-media video experiences online, in stores (QR Codes and Smart Signs), and soon in the Metaverse. The platform supports conversational virtual assistants, live video chats, influencer, and customer testimonial videos, and retail media networks. Go directly to <https://www.vocinity.com> and speak with Gabbi, our conversational video avatar, to learn more.

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Vocinity Logo

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