



Growing 1:1 Relationships with Shoppers

Relationshipshop Inc. Announces New President / Chief Customer Officer and New EVP / Chief Technology Officer

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Relationshipshop, a leading provider of personalized digital engagement and commerce solutions for retail, is pleased to announce that Randy Crimmins has been appointed to the role of President / Chief Customer Officer, effective January 1, 2021. Randy most recently served as EVP/Strategy for Relationshipshop. He brings more than twenty-five years of experience in the retail loyalty and digital arenas, and a career focus on helping retailers move from mass to 1:1, and from analog into the digital experience.

"I am absolutely delighted to welcome Randy as our new President / Chief Customer Officer," said Galen Walters, CEO & Chairman of the Board of Relationshipshop. "Randy's deep experience in customer-centric strategies and digital shopper engagement will be invaluable to our leadership team as we chart the long-term strategy of our company."

Relationshipshop also announces the appointment of Frank Flannery as EVP/Chief Technology Officer. In Frank's new role, he will be managing Relationshipshop's development teams and technology services practice. He most recently was responsible for client delivery of technology products and new customer integration for Relationshipshop.

"I have worked alongside Frank for the past 4 years and he has earned his stripes with Relationshipshop and with our customers. I'm excited to see this new team working in 2021 for the good of our customers and the continued advancement of our product suite", said Galen Walters. "Relationshipshop helped pioneer the fully integrated, personalized digital experience retailers are moving to, and our platform and product offering has become mission-critical to many supermarket chains today. We could not be more excited about the future."

About Relationshipshop®

Relationshipshop is a leading provider of highly personalized customer engagement and commerce solutions for retail. Our experienced team is passionate about helping retailers create connected digital experiences and grow customer loyalty through proven strategies, automated engagement and omni-channel personalization. DXP, Relationshipshop's® Digital Experience Platform built for high-velocity retail, now in its fifth generation, first launched in 2011. For more information visit www.relationshipshop.com.