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For Immediate Release

PRICING SOLUTIONS LTD. ANNOUNCES NEW
DIRECTORS OF ANALYTICS, RESEARCH

Toronto, January 27, 2014 – Pricing Solutions is pleased to announce Mr. Frederic Puech and Ms. Madeline Stein have been appointed Directors within the Pricing Research & Analytics practice. Mr. Puech has been named new Director of Analytics, and Ms. Stein, new Director of Research.

“I am very excited about the growth and evolution of our team” says Greg Thomas, Vice President of the Pricing Research & Analytics Practice.

Frederic Puech, PhD, has worked with Pricing Solutions for over 3 years. Since joining the firm, he has specialized in developing advanced pricing analytics and optimization models. His previous experience includes global pricing strategy studies across a variety of public and private industries including B2B, medical products, online retailing and the educational sector. Frederic is based in the company’s head office in Toronto.

Madeline Stein has worked with Pricing Solutions for over 8 years. She has extensive experience managing and executing large-scale research projects in both the B2B and B2C environments. She has worked with clients in healthcare, CPG, food service, automotive, financial services and industrial technologies, among others. Madeline specializes in quantitative pricing research methodologies including conjoint analysis, perceived value mapping and relative attribute importance. She is currently based in Vancouver.

For more information, visit pricingsolutions.com.

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