



## Happy New Year!

I hope that 2014 is off to a great start! 2013 was an exciting year for Pricing Solutions and we are even more excited about the year to come.

Some of our major initiatives for 2014 include:

**Growing our pricing optimization practice:** We're leveraging large sets of sales data to develop predictive pricing models and help our clients make better pricing decisions.

**Providing our clients with easy to use, high impact pricing tools:** We've teamed up with Oracle on a large-scale pricing systems project in which we will be providing a suite of custom pricing tools.

**Focusing on delivering financial impact:** We are excited about upcoming Quick Win projects with several of our clients; identifying immediate short term pricing improvement opportunities and even engaging in risk/success sharing.

**Continued Global Growth:** With our Singapore office getting great traction, we're looking at opening an office in Brazil later this year!

Thanks for your support in 2013 and I look forward to staying in touch in 2014!

Best regards,  
Paul

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## New this month:

**SAVE THE DATE**

**COMING  
UP**

### **PPS 25th Annual Spring Pricing Conference & Workshops**

April 29-May 2 • Chicago  
[Learn More]

### **PP0 2014: Pricing Power Optimisation**

April 1-2 • Melbourne  
April 3-4 • Sydney  
[Learn More]

### **PPS 2nd Annual Asia Pacific Pricing Conference & Workshops**

April 10-11 • Singapore  
[Learn More]

## Press Release

### [Pricing Solutions Announces New Directors of Pricing Research, Pricing Analytics](#)

**Blog Entry** by Greg Thomas & Emily McLean  
[So long holiday shopping; Hello, pricing research](#)

**Pricing for Researchers** article by Frederic Puech  
[Computing Price Elasticities with Regression Analysis](#)

## More from Pricing Solutions...

### Pricing Solutions Announces New Directors of Research, Analytics

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



**Frederic Puech, PhD**  
*Director of Analytics*

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



**Madeline Stein,**  
*Director of Research*

Frederic and Madeline have worked with Pricing Solutions for a combined 11 years.  
[Continue reading...](#)

### PPO 2014: Pricing Power Optimisation Workshops Melbourne & Sydney | April 2014

Pricing Solutions APAC is pleased to participate in PPO 2014. These 2-day workshops will use real life case studies and examples to share with attendees the key to strategic **Pricing Power** - the capability of a company to get the price it deserves for the value it delivers! Sessions will be led by Pricing Solutions APAC Principal Consultant, Dominc James. **To learn more or to register, click the workshop of interest: [Melbourne](#) | [Sydney](#)**



**Register early and take advantage of Group Discounts and Early Bird rates!** Early Bird available until 31st January 2014.  
[More information](#)

### New book now available! World Class Pricing: The Journey

World Class Pricing: The Journey is an indispensable roadmap, taking your pricing organization from its' current class to world class. It is built upon the **5 Levels of World Class Pricing** - what has become the industry standard



pricing which has become the industry standard for tackling pricing improvement amongst pricing professionals. Many of the world's leading companies including Exxon Mobil, GE, Michelin and J&J have successfully applied the approach to pricing shared in this book.

**[Order your copy today!](#)**



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