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For Immediate Release

PRICING SOLUTIONS LTD. ANNOUNCES NEW PRINCIPAL CONSULTANT
IN ASIA PACIFIC OFFICE

Singapore | February 1, 2015 – Pricing Solutions is pleased to welcome P.C. Abraham to Pricing Solutions APAC as the Principal Consultant in the region. P.C. brings with him an extensive background in consulting and research. Most recently, he has spearheaded international pricing and strategy projects in the industrial and B2B space for clients like Honeywell, Intercontinental Hotels Group, Chevron and Moog, among others.

P.C. has lived and worked in Asia for over 20 years. He is adept at navigating the market dynamics and cultural nuances that can make the region so challenging.

P.C. will be based in Singapore.

“I look forward to helping to bring the knowledge and resources of Pricing Solutions globally to clients in Asia”, says P.C. Abraham.

P.C. has also held senior strategy & management positions with Deloitte Consulting, Accenture and A.T. Kearney. He holds an MBA from INSEAD.

“P.C. has significant experience in pricing, value-based pricing strategy and marketing”, says Paul Hunt, President of Pricing Solutions. “As we continue to expand in the region, we are very excited to have P.C. join our team.”

For more information [read P.C.'s biography](#) or visit pricingsolutions.com.

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