



## Andy Frawley Named Chief Executive Officer of Epsilon

December 17, 2014

### **Bryan Kennedy Broadens Role Following Conversant Acquisition; Overseeing Combined Marketing Powerhouse**

Andy, who joined the company in 2009 and most recently served as President of Epsilon, has been instrumental in the business's growth and success. He will be responsible for all sales, account management and delivery across Epsilon. He will continue to report to Bryan Kennedy and will remain based in Wakefield, MA.

According to Kennedy, "The appointment of Andy as CEO is a natural step in our evolution and will continue to position Epsilon and our clients for success. He brings tremendous expertise and strong relationships across our organization as well as Epsilon's vast client base and the broader marketing industry."

On the heels of [Epsilon's acquisition of Conversant](#), Bryan Kennedy, previously Chief Executive Officer of Epsilon, will lead the combined Epsilon and Conversant entity. Together, Epsilon and Conversant will deliver cross-device, online+offline, data-enabled, technology-driven marketing solutions that serve the global 1000 CMO. Kennedy's primary focus will be working closely with John Giuliani, Conversant's Chief Executive Officer, along with Andy Frawley and the Conversant and Epsilon leadership teams to integrate the businesses and uncover opportunities for brands to create deeper connections with their customers across the data-driven, digital ecosystem.

"Over the last several years we have been working diligently to build a balanced portfolio of integrated services that together enable our clients to better identify, understand and engage their customers across channels in a way that bonds people to brands, creates compelling customer experiences and drives measurable business outcomes. We've built on our rich heritage of data management, email, database, loyalty, strategy and analytics with meaningful scale in agency offerings, which have brought extensive creative, digital user experience and multichannel communications capabilities. Now with Conversant, clients have access to pure digital capabilities that will enrich our ability to engage their customers in vital digital channels including display, mobile and video," added Frawley.

### **About Epsilon**

Epsilon is the global leader in creating connections between people and brands. An all-encompassing global marketing company, we harness the power of rich data, groundbreaking technologies, engaging creative and transformative ideas to get the results our clients require. Recognized by Ad Age as the #1 World CRM/Direct Marketing Network and #1 U.S. Agency from All Disciplines, Epsilon employs over 6,000 associates in more than 70 offices worldwide. Epsilon is an Alliance Data company. For more information, visit [www.epsilon.com](http://www.epsilon.com), follow us on Twitter @EpsilonMktg or call 1.800.309.0505.

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