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SAVO's Brian Study Joins Chief Customer Officer Council

Software industry executive among the latest to join elite organization of C-level customer advocates

LITTLETON, MA, August 30, 2011 -- The Chief Customer Officer (CCO) Council, the only member-led peer-advisory network offering unparalleled insight and assistance into the critical issues facing CCOs, announced today that Brian Study, Chief Customer Officer at SAVO, Chicago, IL, has joined perhaps the world's most exclusive think tank for C-level business executives. SAVO provides an on-demand sales enablement platform, comprised of software and services, focused on empowering sellers to ensure corporate growth initiatives translate into successful sales execution. There are fewer than 450 CCOs in the world, and now roughly five percent are members of the CCO Council.

At SAVO, Brian and his team are responsible for ensuring customer success. They work with SAVO's customers to drive their sales enablement maturity and provide access to SAVO's best practices around sales enablement. Previously, Study was Vice President / Associate Director in the technology practice with marketing consulting firm, Digitas. In this role, Brian provided content management and web development expertise to Digitas's clients and led the technology enablement practices for the Chicago office. Prior to joining Digitas, Brian held a variety of leadership positions, including roles at boutique consulting firm Roundarch and Deloitte Consulting.

"At SAVO, we are dedicated to our customers' success. We have organized our teams around it, developed programs to promote it and measure ourselves based on their success," Study said. "I look forward to working with other members of the council to explore innovative ways to drive the imperative of customer success to the forefront of an organization's strategic initiatives."

"Brian is an aggressive student of best practices and it has served him well throughout his career," said Curtis N. Bingham, founder and executive director of the Chief Customer Officer Council. "It's a credit to Brian and to SAVO that they recognize the value of the CCO Council and

the effect that Brian’s membership will have on further developing a customer-centric culture at SAVO.”

About the Chief Customer Officer Council

Bingham defines a chief customer officer as an executive who provides the comprehensive and authoritative view of the customer and creates corporate and customer strategy at the highest levels of the company to maximize customer acquisition, retention, and profitability. The Council helps its members avoid experimenting at customer expense as they drive more profitable customer behavior, create powerful, customer-centric cultures, and drive sustainable business results. Members benefit from one-of-a-kind peer interaction, the annual CCO Summit, member roundtables, executive briefings, research and resources, and more. For more information on the Chief Customer Officer Council, visit www.ccocouncil.org, email info@ccocouncil.org or call 978/226-8675.

About SAVO

Founded in 1999, SAVO is the industry’s leading provider of collaborative Sales Enablement solutions. SAVO’s on-demand platform maximizes the sales organization’s ability to communicate value and differentiation in clear, consistent and compelling ways. Combining proven sales and marketing best practices with award-winning technology, SAVO addresses all aspects of the Sales Enablement challenge—spanning people, process, insight, and technology. To learn more, or to request information, visit www.savogroup.com.

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