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Rosetta Stone's Jay Topper Joins Chief Customer Officer Council

Language-learning technology industry executive joins 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 Jay Topper, Senior Vice President at Rosetta Stone, Arlington, VA, has joined perhaps the world's most exclusive think tank for C-level business executives. Rosetta Stone is a leading provider of technology-based language-learning solutions. There are fewer than 450 CCOs in the world, and now roughly five percent are members of the CCO Council.

Jay Topper is responsible for the Customer Success organization within Rosetta Stone, including the support departments, language-learning coaches and the customer success team. Jay joined the company in 2007 as the chief information officer and held that position through the company's April 2009 IPO. Prior to joining Rosetta Stone, Jay was chief information officer and SVP of India Operations for Seven Worldwide, a global pre-media company. Prior to that, he was chief information officer of PRG, a world leader in the entertainment technology industry.

"Rosetta Stone is very pleased to be part of the Chief Customer Officer Council. We have a tremendous commitment to each one of our customers, and to join a like-minded influential group focused on thought-leadership in the customer experience space fits our ethos perfectly," Topper said. "All the areas that we currently are driving forward—from customer analytics and behavioral personas; through socialization and concierge services—all can benefit and contribute to the Council's best practices approach! "

"Jay is a wonderful example of a technologist who truly embraces customer advocacy," said Curtis N. Bingham, founder and executive director of the Chief Customer Officer Council. "We welcome his excitement and enthusiasm to the CCO Council."

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 Rosetta Stone

Rosetta Stone Inc. is changing the way the world learns languages. Rosetta Stone provides interactive solutions that are acclaimed for the power to unlock the natural language-learning ability in everyone. Available in more than 30 languages, Rosetta Stone language-learning solutions are used by schools, organizations and millions of individuals in over 150 countries throughout the world. The company was founded in 1992 on the core beliefs that learning a language should be natural and instinctive and that interactive technology can replicate and activate the immersion method powerfully for learners of any age. The company is based in Arlington, VA. To learn more, or to request information, visit www.rosettastone.com.

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