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Vendavo's Jennifer Maul Joins Chief Customer Officer Council

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

LITTLETON, Mass., May 12, 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 Jennifer Maul, chief customer officer at Vendavo Inc., Palo Alto, Calif., has joined perhaps the world's most exclusive think tank for C-level business executives. Vendavo is the leader in pricing and management and optimization software for B2B companies. There are fewer than 450 CCOs in the world, and now roughly five percent are members of the CCO Council.

At Vendavo, Maul is responsible for lifetime customer relationships, including strategic and transformational customer partnerships, value realization, support, and pricing education. Previously, Maul was SVP of global solution delivery for Vendavo, responsible for implementation delivery for the customer and partner base. Prior to joining Vendavo, she was SVP of customer operations at SCI Systems, and held senior management, engineering, and support positions at Eclipsys Corp. and Sunquest Information Systems.

"Throughout my career, I have worked with large companies implementing enterprise solutions, and a key to success has been advocating for customers both internally and externally." Maul says. "I am pleased to work with my fellow Council members as we sponsor customer advocacy, customer success, and voice of the customer programs within our organizations. I am delighted to be part of the Chief Customer Officer Council."

"Every business says it's committed to customer service and satisfaction, but Vendavo is acting on this pledge," said Curtis N. Bingham, founder and executive director of the Chief Customer Officer Council. "It's commendable that Jennifer and Vendavo recognize the contribution the CCO Council is making to elevate this important role in business strategy, helping members grow

professionally, and most importantly, helping drive solid, customer-focused business results for their organization.”

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 Vendavo

Vendavo is the leading provider of price management and optimization solutions for business-to-business companies worldwide. Vendavo solves pricing problems by giving businesses true enterprise-wide control of their entire pricing process. It delivers big increases in profits—from 10–30 percent—by combining pricing science and best practices to drive improvements in average prices throughout the pricing process, from segmentation to deal close. Vendavo is the enterprise pricing solution of choice for more than 200 customer divisions at some of the world's biggest names in high-tech, manufacturing, consumer products, chemicals, mill products, distribution, and life sciences. To learn more, or to request information, visit www.vendavo.com.

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