



For Immediate Release

DataCo LLC
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Bernie Silverman Joins DataCo Solutions

Arlington Heights, IL – Bernie Silverman has joined DataCo LLC as Vice President – Market Research, with an emphasis on new business development and qualitative analysis.

Prior to joining DataCo, Silverman held market research positions at Maritz Co., Customer Development Corporation, Signature Group and others.

“DataCo is thrilled to welcome Bernie, a master of market research, to our management team. He brings a wealth of experience in market research, statistical modeling and analytics for financial service companies, insurance, continuity programs and is an acknowledged expert in database marketing, ” said Tom Salutz, Managing Director.

“Bernie has conducted strategic and tactical research initiatives for many large organizations, including Zurich American, Signature Group, Customer Development Corporation, MarketUSA and Maritz. He is able to integrate qualitative and quantitative techniques to deliver solutions that maximize ROI for clients.”

Silverman holds a PhD in Social Psychology from Michigan State University and has taught statistics at Benedictine University for more than 20 years.

DataCo LLC was founded in 1993 and provides research-based business and marketing solutions. DataCo has developed a unique approach to solving customer retention issues across the lifecycle. Their methodology integrates data, behavioral and statistical analysis into a comprehensive approach that can increase customer profitability and persistency, while optimizing marketing and advertising investments.

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