



For Immediate Release

DataCo LLC
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Tom Koeppen joins DataCo Solutions

Arlington Heights, IL - Tom Koeppen has joined DataCo Solutions as Senior Vice President, Sales and Marketing Strategy.

Tom brings to DataCo 25 years of sales, marketing and product development experience and success. He has held Senior Marketing positions with some of the largest financial services companies in the world, including Citi, HSBC and GE Capital.

"DataCo is thrilled to welcome Tom to our management team. He brings a wealth of knowledge and experience to our business and our client relationships. Tom's success in consumer marketing, product development and the integration of sales and marketing strategies to drive customer engagement, will bring value to both our current partners and prospective clients", said Tom Salutz, Managing Director at DataCo Solutions.

"Tom is a strategic marketer with excellent analytic and creative problem solving skills. His ability to synthesize large amounts of data and inputs into a comprehensive and effective marketing plan has driven his success in a wide range of marketing and business development initiatives throughout his career."

Koeppen holds a B.S. in Marketing from Northern IL University and an MBA from Keller Graduate School of Management.

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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