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ConversionPoint Technologies Names Andre Peschong Chief Strategy Officer

[ConversionPoint Technologies Inc.](#), a leading eCommerce technology solution, empowering direct-to-consumer performance marketing, has named Andre Peschong as its chief strategy officer.

Peschong will be responsible for driving ConversionPoint's long-term growth strategy, which includes strategic acquisitions and capital markets navigation, as well as transitioning the company toward greater adoption of its fully integrated SaaS eCommerce solution.

"As our company continues to realize tremendous growth, we expect Andre's extensive financial background and understanding of the eCommerce industry will provide us an effective tactical roadmap and corporate development focus," said ConversionPoint Technologies CEO, Robert Tallack. "Andre's appointment to this new role reflects his proven leadership across ConversionPoint's operations, particularly in our successful capital markets and acquisition efforts. We believe his expertise and extraordinary communications skills will contribute significantly to our long-term growth."

Peschong brings to ConversionPoint more than 25 years of experience in the capital markets, having previously structured and closed more than \$300 million in capital formation. He has also co-managed three different investment fund strategies, and has served as CEO of a high-growth consumer products company. Since joining the company last year, he has been instrumental to ConversionPoint's transition from marketing consumer products to commercialization of its uniquely-capable SaaS eCommerce technology stack.

"My experience on all sides of a transaction affords me a unique perspective and understanding in terms of driving a long-term growth strategy and effective execution," said Peschong. "I look forward to this exciting opportunity to work with a world-class management team, particularly at this pivotal stage of its growth and development."

About ConversionPoint Technologies

ConversionPoint Technologies Inc., with offices in California and Minnesota, is a high-growth, eCommerce technology solution that empowers direct-to-consumer performance marketing. The company's proprietary eCommerce technology enables high-volume product sales across multiple consumer verticals. Its technology suite includes a media optimization solution that uses machine learning to optimize ad purchases and lower customer acquisition costs, and a CRM that provides a robust payment processing and customer data management platform. An integrated post-purchase customer management platform automates product delivery and customer re-marketing, and improves sales campaign ROI. The company also offers its technology platform to other

eCommerce companies, generating SaaS-based recurring revenue in addition to product subscription revenue. For more information, visit www.conversionpoint.com.