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TPN Adds Top Planning & Analytics Talent to Bentonville Team

DALLAS, 2016 – Dynamic-retail agency TPN continues to deepen its senior-level talent in the agency’s Bentonville, Ark., office with the recent hiring of retail analytics and shopper marketing veteran Matt Chambers as vice president, strategic planning.

As a key lead on TPN’s planning and perspectives team, Chambers will champion TPN’s data and analytics practice and utilize his experience to further enhance the agency’s capabilities in precision targeting.

“We are looking to create the next generation of measurement strategies and tactics,” said John Meyer, managing director and lead of TPN’s Bentonville office. “As an industry-recognized shopper marketing and analytics guru, Chambers’ experience will complement our growing team.”

Chambers has co-authored a shopper marketing handbook and led an industry-first shopper marketing accountability research study, *The Shoppability Report*, with the University of Indiana. Most recently, his work helped bring four Shopper Marketing Effie Awards to Bentonville’s beloved mass retailer. Additionally, he developed the Shopper Marketing Charter merchant and marketer training program to help maximize the customer experience of one of North America’s largest retailers.

Chambers is active in the Northwest Arkansas community as a Boy Scouts of America adult leader, a member of the American Red Cross, and a Fayetteville soccer coach. He has undergraduate degrees from Belmont University and an MBA from Cornell University as well as further analytics certification from M.I.T.

About TPN (www.tpnretail.com)

TPN is a dynamic-retail marketing agency born in tradition, fueled by innovation, and living at the intersection of commerce and imagination. TPN’s Modal Dialogue™ ensures success in dynamic retail, first by identifying a target’s retail mode of behavior and then by creating content in sync with those modes. Driven by a commitment to making the buy happen for global brands, TPN is celebrating more than three decades of reimagining retail. TPN is a part of the DAS Group of Companies.

About the DAS Group of Companies

The DAS Group of Companies, a division of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com), is a global group of marketing services companies. DAS includes over 200 companies in the following marketing disciplines: specialty, PR, healthcare, CRM, events, promotional marketing, branding and research. Operating through a combination of networks and regional organizations, DAS serves international, regional, national and local clients through more than 700 offices in 71 countries.