



## News

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### **VSN Strategies Goes Independent; Launches Consulting Practice**

*VStoreNews.com assets reacquired by VSN founder James Tenser.*

NORWALK, CT - James Tenser, formerly principal of the Retail Strategy Practice at Nexgenix, Inc., has left Nexgenix to form an independent consulting practice called VSN Strategies.

Tenser, a seasoned consultant, author and commentator on multichannel retailing and brand marketing, will focus the new business on helping technology and services firms attain leadership positioning with respect to retail and brand marketing clients. Offered services will include business-to-business market positioning and strategy, feature set analysis, Web content and collateral development, and White Paper development.

"VSN is well positioned to leverage experience gained and thought leadership attained to deliver world-class strategy consulting projects," said Tenser. "We have helped prominent online retailers, major brand marketers and leading technology and services providers find a profitable approach to multichannel retailing. Now VSN will apply the learnings gained to benefit our own clients."

Under the terms of his departure from Nexgenix, Irvine, CA, Tenser has reacquired all branding, content, trademarks and copyright for *VStoreNews* and the *VStoreNews.com* Web site. He has re-formed the practice around the VSN Strategies brand.

Tenser originally launched *VStoreNews.com* on the World Wide Web in 1997, as an adjunct to his pioneering online retailing e-letter, *VStoreNews*. The business grew to encompass both content and consulting. In 1999, the *VStoreNews* business was acquired by Nexgenix, Inc., and used to form the basis of a new e-Retail Strategy Practice. Tenser joined Nexgenix at that time as the practice leader. That tenure lasted nearly two years, until a Nexgenix restructuring led to his departure.

While *VStoreNews* is no longer in publication, the *VStoreNews.com* Web site maintains an opt-in email list, which distributes bulletins and industry commentary on a periodic basis.

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