



Qualifications — James A. Tenser, Principal

James (“Jamie”) Tenser is an author and consultant specializing in customer-centric business strategy, research and analysis for the retail, services and consumer goods sector. Since 1996 he has maintained a particular focus on Shopper Media, Category Management, In-Store Implementation, service practices, multichannel retailing, and related technology, and he has authored two books in the field. He currently sits on several corporate advisory boards. He is director of the In-Store Implementation Network, and the author of its working paper released in April 2008.



As a consultant he has helped a diverse range of companies with customer-centric strategy, go-to-market positioning, and communications, including: American Express Co., Eastman Kodak, Dial/Henkel, Cisco Systems, Del Monte Fresh Produce, IBM Global Services, DemandTec, PRN Networks, Hewlett Packard, The Partnering Group, LEGS (Japan), Hoyt & Co., KhiMetrics, Interactive Edge, Blue Martini, MAI Companies, CPM International, NARMS, Armature (UK), Gourmet Award Foods, Cabco USA, Merchandising Corporation of America, Accuvia, Quarles & Brady, University of Arizona, NRF Foundation, M-Factor, Vcommerce, The 41st Parameter and others.

He secured an NRF Foundation/American Express Co. research grant in Aug., 2003 to author *Customer Service Excellence 2004*; and presented the book’s findings at NRF annual meeting in New York, Jan. 2004. An earlier book, *Tenser’s Tirades – Essays on the Dot-Com Retail Phenomenon*, was published in Autumn 2001. He was founder and editor (1998) of the pioneering e-letter *VStoreNews*, which provided analysis and strategic insight about virtual (online) retailing. He was principal retail strategist for Nexgenix, Inc., an e-business integration firm, for two years ending in 2001.

VSN Strategies, his Tucson, AZ-based consulting practice, and his blog, TensersTirades.blogspot.com, grew out of a distinguished 20-year career as an editor, analyst and commentator covering consumer goods retailing and marketing. He has developed numerous white papers on in-store media, retail price strategy, promotion and category management for retail technology clients. Consumer market research work has focused on customer experience and service quality for the King County Library System (Wash.); summer reading programs (Phoenix Public Library); consumer attitude and consumption of fresh fruit; and online structured learning (for a group of produce marketers).

Tenser is considered an authority on retailing, brand marketing, consumer trends and Internet strategy. He is frequently quoted in national and international media and trade publications. He contributes to periodicals such as *Advertising Age*, *RetailWire*, *CPGmatters.com*, *Progressive Grocer*, *Supermarket News*, *Digital Signage Expo*, *Marketing@Retail*, *Brand Marketing* and *Chain Store Age*.

He has made numerous television and radio appearances, and is a frequent speaker and moderator at industry conferences, including National Grocers Association, Digital Signage Expo, MVI Future of Retailing Forum, Category Management Conference, Southeastern Small Business Summit, NARMS Executive Conference, Internet World, iGrocer, Retail Systems, the International E-Commerce Congress (Germany), Sonora Spring Grapes Summit (Mexico), GMA Internet Marketing Conference, and e-Retail.

Tenser received his undergraduate degree from Cornell University and studied Media at New York University and Consumer Behavior at the University of Arizona’s Terry J. Lundgren Center for Retailing.

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