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## **PFSweb Launches Strategic Commerce Consulting Practice**

### **Appoints Dr. Doug Hollinger to Lead Digital Strategy and Consulting Practice**

ALLEN, TX -- (Marketwired) -- 11/09/15 -- PFSweb, Inc. (NASDAQ: PFSW), a global commerce service provider, has launched a new strategic commerce consulting practice to drive digital strategy and transformation for its clients and continue the evolution of PFSweb into a leading global commerce service provider.

For nearly a decade, PFSweb has helped leading brands and retailers address the evolving needs of online shoppers by providing a full-service eCommerce solution, including technology, operations, and customer experience services.

In recent years, a number of new industry trends have emerged, including the omni-channel movement to engage customers across traditional channels and a rapid increase in applying digital commerce technologies to B2B opportunities. Corporations have also begun to realize the increasing need for digital transformation to compete in a global market. These trends, among others, have created an opportunity for PFSweb to play an even more valuable role in developing and assisting clients with execution of their commerce strategies.

Adding the strategic commerce consulting practice to the company's LiveArea digital agency services, technology services and omni-channel operations positions PFSweb to be *The Complete Commerce Outfitter for the World's Leading Brands™*.

"The launch of our strategic commerce consulting practice represents the next logical step in the evolution of our business model," noted Mike Willoughby, CEO of PFSweb. "As a global commerce service provider, we now have the ability to engage with our clients more strategically and much earlier in their commerce journey, which rapidly expands our target market. We plan to leverage our broad commerce experience, robust set of services, and world-class technology ecosystem to digitally transform our clients' customer experiences and grow their businesses."

The new commerce consulting practice will provide digital transformation consulting services to both B2B and B2C clients. Services will include digital strategy, organizational/business readiness, digital opportunity audits, market analysis, technology platform evaluation and selection, omni-channel strategy, KPI development, and management of multi-phase global rollouts.

To lead this new practice, PFSweb has appointed Dr. Doug Hollinger to the new position of Vice President of Strategic Commerce Consulting. Reporting to Chief Client Officer, Cindy Almond, and based in the company's global headquarters in Texas, Dr. Hollinger will lead PFSweb's strategic commerce consulting practice.

Dr. Hollinger has more than 15 years of commerce and digital consulting experience across a range of industries. He specializes in driving innovation and commerce results while building long-term relationships with clients across a range of industries. He's previously held management positions at Scient, Nokia, Valtech, and Amplifi Commerce. Most recently, he led the national business consulting practice for Razorfish Platforms. Past strategy and commerce consulting clients include AT&T, Novation, Glaxo-Smith Kline, Dow Corning, SAP, Claire's, Stage Stores, Sur la Table, [buy.com](http://buy.com), and Nintendo.

"I'm excited to join the PFSweb team as we aim to partner with clients in realizing their full digital potential," commented Hollinger. "With PFSweb's strategy and consulting offering, we have all the pieces in place -- including rich agency and user experience talent, the ability to implement all major eCommerce platforms, and deep commerce operations expertise -- to equip our clients to make better business decisions and drive measurable success. Today's digital landscape presents many challenges, but we plan to show clients how to embrace these challenges and take advantage of disruptions in their industry in very pragmatic ways."

Willoughby added: "Doug's track record and experience in driving digital transformation through B2C and B2B channels is key to leading our consulting practice across all of our business segments. Through his leadership, we plan to grow this new business segment and continue expanding our higher-margin professional services offerings."

#### **About PFSweb, Inc.**

PFSweb (NASDAQ: PFSW) is a global commerce service provider of solutions including digital strategy consulting, digital agency and marketing services, technology development services, business process outsourcing services and a complete omni-channel technology ecosystem. The company provides these solutions and services to major brand names and other

companies seeking to optimize every customer experience and enhance their traditional and online business channels. PFSweb supports organizations across various industries, including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, ASICS, Roots Canada Ltd., PANDORA, Diageo, BCBGMAXAZRIA, ROKA Sports, T.J. Maxx, the United States Mint, and many more. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Minnesota, Washington, New York, Ohio, North Carolina, Canada, Belgium, London, Munich and India. For more information, please visit [www.pfsweb.com](http://www.pfsweb.com) or download the free PFSweb IR App on your [iPhone](#), [iPad](#) or [Android](#) device.

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