

FOR IMMEDIATE RELEASE

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Buyer Brain welcomes Anil V.Pillai as Board Member

Buyer Brain is pleased to announce that Anil V.Pillai has joined its Board of Directors. He will advise the management team on strategy and global expansion.

Spanning a professional career of over two decades, Anil Pillai, co-founder of Terragni Consulting, is an experienced engagement strategy expert. His area of expertise is in building and executing customer engagement, customer experience and customer centricity solutions for organizations. Currently, he works with Fortune 500 companies, who are some of the largest brands in Asia. He leads the Customer Consulting practice at Terragni Consulting, a People & Customer engagement strategy organization.

In addition to Anil joining Buyer Brain's board, the company has started a partnership with Terragni Consulting that was co-founded by Anil Pillai. This collaboration has led to the development of two new competitive, unique solutions on Customer Loyalty and Customer Experience that use cutting edge neuroscience. Both solutions have been created with the purpose of delivering deep, unbiased insights about consumers' behavior and decisions, so as to develop optimal customer loyalty and engagement for brands, given today's market context.

According to Ana Iorga, Founder Director and Chief Neuroscientist, "Buyer Brain is now fully equipped to deliver on both strategic thinking through Loyalty and Customer Engagement and deep expertise in Customer insights".

Buyer Brain is an innovative, exciting consumer and customer insights company that uses cutting edge neuroscience to delve into customers' emotions and deliver deep, accurate and unbiased consumer insights. The company's delivers end-to-end solutions that solve specific business pain points related to brand positioning, brand and product strategy, advertising and media, customer loyalty and engagement, retail and shopper experience.

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