



**FOR IMMEDIATE RELEASE:** January 17, 2014

## **STICS, Inc. Announces New Regional Managers to Better Serve Clients**

Stics, Inc. recently added four new Directors of Relationship Management (DRM) and reorganized territories to better serve its clients nationwide. Under these new territories, each DRM will be able to provide full support to clients in their geographic regions.

According to Christy Joiner-Congleton, President and CEO, "Stics has long excelled at delivering state-of-the-art data and statistical analysis results that assist our clients in improving both revenue and profit. Our technical success is obvious, and it is now time to build our professional relationships within the gaming industry. Now we can stay close to our clients while continuing to deliver excellent results. This enhances the value of our partnership with our clients."

Each of the DRMs is experienced in building and maintaining professional relationships with clients. While their individual skills and backgrounds differ, they are all skilled in putting the client's needs first and in team building.

Michael Jacobs is responsible for the Northeast and Mid-West. Mr. Jacobs' experience includes that of Director of Project Management, Konami Gaming, Inc. and Analyst with Caesar's Entertainment Corp.

Julia Carcamo is responsible for the Southeast. Ms. Carcamo was until recently Vice President of Brand Marketing for Isle of Capri Casinos, Inc. Prior positions include Executive Director of Advertising and Public Relations for Wynn Resorts and Director of Brand Marketing for Harrah's Entertainment.

Gretta Schmidt, JD, is responsible for the Southwest. Ms. Schmidt has extensive experience with human resources, writing, and sales. Prior positions include Sales Director for Compuware Europe, BV in London, U.K.

Paul Gorman is responsible for the Northwest and for leading the day-to-day operations of the Relationship Management staff. A retired Navy Commander, Mr. Gorman has extensive sales and marketing experience on both a national and international level, and has held senior leadership positions with Compuware Europe, BV and CACI Products Company as well as several small companies.

About Stics: Since 2004 Stics, Inc. has been helping casino marketing departments turn data into profits. Stics' core focus is as an analytical services company, and Stics also offers a complete range of outsource marketing services. The company and its leadership have received numerous awards, including the President and CEO, Christy Joiner-Congleton, having been recognized as one of the 2012 Great Women of Gaming by *Casino Enterprise Management*. Stics' Behavior Model was awarded the 2013 Hot Award by *Casino Enterprise Management*, and was recognized as one of the 2012 Top 20 Most Innovative Technologies by *Casino Journal*. Read more about Stics and the company's products and services at [www.stics.com](http://www.stics.com).