



SATOV Consultants welcomes Daniel Resnick, formerly director of management consulting at KPMG, as a principal

TORONTO, ON, August 18, 2016 – SATOV Consultants, a management consultancy that helps clients find, serve and retain more profitable customers, announces the growth of its leadership team with the hiring of Daniel Resnick, formerly a director in the management consulting practice at KPMG. Resnick will be a principal at SATOV and will play a key leadership role, responsible for management of client relationships and engagements.

“We are thrilled to welcome Daniel to the SATOV team,” said Mark Satov, founder and president of SATOV Consultants. “He is an experienced and well-respected consultant who has achieved a tremendous level of success in the past decade. When we look for senior leaders to join our consultancy, it is imperative that they believe in and can uphold the values that are part of the SATOV Way, the mindset that guides the counsel we provide. Daniel is clearly such a person.”

Resnick has worked closely with corporate leaders in financial services, hospitality, retail and energy to identify, refine and deploy strategies that effectively place the customer at the heart of corporate strategy.

“I've spent my career helping clients across sectors create value through a focus on the customer, and believe that the combination of rigorous analysis and constant collaboration that SATOV brings to the market is the best way to create real impact,” said Resnick. “I'm thrilled to be joining the team, and am looking forward to delivering a great experience - and great outcomes - for our clients.”

Resnick comes to SATOV from KPMG Canada where he was a director in its Management Consulting Practice. He also served as one of three leaders for KPMG's Canadian Customer Strategy Team and was a leader of the Toronto Management Consulting Energy Practice.

Resnick has a B. Comm from Queen's University and an MA in Law and Diplomacy from the Fletcher School of Law and Diplomacy at Tufts University, where he focused on International Business Relations and Energy and Resource Policy.

About SATOV Consultants

SATOV Consultants is a management consultancy that helps its clients find, serve and retain more profitable customers. The firm's work spans from customer segmentation through to product and pricing, sales and marketing, customer experience, as well as loyalty and retention. SATOV combines primary research and deep analytics with a collaborative approach to provide clients with fact-based recommendations that are well embraced by the internal team. The

company's practical solutions and implementation support take its clients from insights to results with confidence. For more information, visit www.satovconsultants.com.

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