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Bazaarvoice Appoints Krista Berry to Board of Directors

AUSTIN, Texas, May 15, 2017 (GLOBE NEWSWIRE) -- Bazaarvoice, Inc. (Nasdaq:BV), the provider of consumer-generated content (CGC), advertising, and personalization solutions, today announced the appointment of Krista Berry, former chief digital officer of Kohl's Corporation to the company's board of directors.

"We are extremely pleased to welcome Krista to our board of directors," said Gene Austin, CEO and president of Bazaarvoice. "She brings a wealth of experience in omnichannel retail and digital innovation and knowledge of the changing e-commerce landscape. Her experience will help guide our business and we look forward to her contributions."

"Today's retailers are challenged with winning the attention from consumers in a very noisy and competitive digital environment," said Berry. "Bazaarvoice's consumer-generated content strategy combined with their shopper data is a powerful combination to find and reach shoppers. I've admired the company for a long time and look forward to joining the board."

Krista Berry served as the chief digital officer of Kohl's Corporation from March 2014 until March 2016, where she developed Kohl's world-class omnichannel strategy, and partnered cross-functionally to develop a model for integrating omnichannel teams throughout the organization. Prior to joining Kohl's, Berry was general manager, North America, DTC for Nike, Inc., and held various roles at Target Corporation between 1988 until 2007, including group merchandising manager, Target.com. In addition to joining the Bazaarvoice board of directors, Berry also serves on the board of directors of Helen of Troy Limited.

Berry will join current members of the Bazaarvoice Board of Directors, including Gene Austin; Chairman Thomas J. Meredith; Steve H. Berkowitz; Sydney Carey; Jeffrey Hawn; and Jared Kopf.

About Bazaarvoice

Bazaarvoice helps brands and retailers find and reach consumers, and win them with the content they trust. Each month in the Bazaarvoice Network, more than one-half billion consumers view and share authentic consumer-generated content (CGC), including ratings and reviews as well as curated visual content, across 5,000 brand and retail websites. This visibility into shopper behavior allows Bazaarvoice to capture unique first-party data and insights that fuel our targeted advertising and personalization solutions.

Founded in 2005, Bazaarvoice is headquartered in Austin, Texas with offices across North America and Europe. For more information, visit www.bazaarvoice.com.

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