



CONTACT:

Blain Allen
Marketing Lead
blaine@fullcompass.com
608-831-7330 x1355

For Immediate Release

FULL COMPASS HIRES NEW VICE PRESIDENT OF MARKETING
Susan Butera brings extensive marketing experience to the Madison-based retailer

Madison, WI – August 6, 2018 – Full Compass announced that Susan Butera has joined the company as Vice President of Marketing. In her role, she will lead the marketing team and help drive continued growth of the business.

Butera comes to Full Compass with deep experience in brand strategy, digital and catalog marketing. Her focus at the company will be on acquiring new customers, retaining existing customers, communicating the brand value proposition and creating an outstanding experience for all customers.

With a long and successful career in branding and marketing across a wide range of industries, Butera most recently served as Chief Marketing Officer for AccuQuilt in Omaha, NE. Prior to AccuQuilt, she was the Vice President of Brand Marketing for Edible Arrangements; Vice President of Marketing and Ecommerce for Olly Shoes; Senior Director of Marketing and Ecommerce for Deb Shops; and Director of Brand Marketing and Ecommerce for Ascena Retail Group. She received her BA in Sociology and Theater from the University of Rhode Island, and her MBA from LaSalle University (Philadelphia).

Butera will report to the company’s CEO, Craig Johnson, and will partner with Full Compass’ leadership and management teams.

Johnson spoke about the hiring of Butera in this key company position. “Susan brings a wealth of marketing and communication experience, which will be invaluable as she begins her work with the Full Compass team. She will reshape our marketing, brand awareness, customer engagement and experience strategies to further differentiate us in our competitive customer markets. We are very excited to have Susan join the Full Compass team and to have her lead our important marketing, creative and brand initiatives.”

“I am excited to join the talented and passionate team at Full Compass,” commented Butera. “It is an honor to lead the efforts to expand the Full Compass national brand footprint and maximize the direct-to-consumer marketing channels. Full Compass is a leader in the industry, and I am thrilled to be part of the company’s important mission of consistently providing consumers with a unique product offering and delivering a superior customer experience.”

About Full Compass

Founded in 1977 and one of the largest woman-owned businesses in the state, Full Compass is a national leader in professional audio, video, lighting and musical instrument sales. Offering more than 800 manufacturer brands and 100,000+ products, Full Compass boasts a 4,500 square foot retail showroom at its headquarters in Madison, Wisconsin, in addition to a robust e-commerce system for online sales. The



company also features an integrated parts department for old and new products as well as an in-house authorized repair center for most major brands.

Contact: www.fullcompass.com or 608-831-7330.

Twitter handle: @fullcompass; Facebook: facebook.com/fullcompass

###