

GI Insight appoints new development director

GI Insight, the data marketing, customer insight and loyalty company, has confirmed the appointment of senior software executive Kevin Van Heerden as development director.

Van Heerden has been brought in to oversee the development, data operations and customer service teams, with the aim of further advancing the company's Single Customer View (SCV) database capabilities, driving new approaches to data integration, information management and consumer insight.

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