



## Representative Vell Placement



**DAN SOKOLOFF**  
**VP, PRODUCT MANAGEMENT**

BOSTON, MA - “Moneyball for Retail Store Operations” solutions provider, The Yacobian Group has appointed Dan Sokoloff, head of Magenic’s Business Architecture, as VP, Product Management.

At Magenic, Sokoloff served in several roles, including as a head of Business Architecture, lead technologist, business architect and client exec for several clients.

Dan also served as Practice Manager, Business Architecture, in Australia, for Oakton, a then-publicly traded IT Consulting company. He served clients such as Canon Australia, The Commonwealth Bank of Australia, Virgin Mobile Australia, Commonwealth Securities. Prior to Oakton, Dan also worked at CGI with several Business Architecture and technical roles, where he served customers such as The Bank of New York, Fannie Mae and Credit Suisse First Boston (CSFB).

Sokoloff earned a Bachelor of Science degree in Engineering with Computer Science and Engineering major, from the University of Pennsylvania.

### **About The Yacobian Group**

The Yacobian Group enables leading retailers to improve their same store sales and corporate profits in dramatic and measurable ways. They have unparalleled expertise in what makes customers buy (or not buy), earned over 25 years while working with the world’s best known retailers to improve conversion and transaction size. Using “big data” and predictive analytics, the improvement is scaled across retail enterprises through a simple, but powerful platform called Blueday. Blueday makes it easier and faster to align the organization and drive individual performance. For large retailers, this is the light at the end of the brick and mortar tunnel. The Yacobian Group is proud of its diverse portfolio of clients, including Staples, Advance Auto Parts, Destination XL Group, Lord & Taylor, Ann Taylor, among many others.