



News

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MEDIA CONTACT:

James Tenser

jtenser@vsnmedia.us

520-797-4314

VSN Media, LLC Launched

TUCSON, AZ. – James Tenser, analyst and author and principal of VSN Strategies, the Content Marketing and strategy consultancy based here, announced today the formation of a new Arizona business entity, VSN Media, LLC. Tenser is president of the new company.

VSN Media provides B2B content, consulting, publishing, education and research for the extended retail, tech and consumer products industry. It delivers marketing assets ranging from campaigns to web site, blog and social media to comprehensive brand management, story-telling and lead qualification.

“I’m very pleased to take this meaningful step forward in the evolution of this business,” Tenser said.

“While we have always ascribed to a boutique approach in serving clients, this new structure will ensure that we can keep abreast of changing market opportunities and deliver better solutions.”

VSN Media productions include its core brand VSN Strategies content marketing and consulting, [Tenser’s Tirades](#) blog covering the retail industry, the [In-Store Implementation Network](#) and more.

VSN Media applies a best-practice approach to projects and engagements:

Designed • Conscious • Measurable • Realistic • Customer-focused



Key affiliations include RetailWire.com and the Shopper Technology Institute.

About VSN Strategies: VSN Strategies is a specialized consulting firm that provides thought leadership to the retail and consumer products industry. It delivers high-value strategic consulting and content services, with emphasis on Retail Technology, Shopper Media, In-Store Implementation and Merchandising Performance Management.

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