

## FOR IMMEDIATE RELEASE

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### **Genius Avenue Appoints Trina Thompson Vice President of Client Engagement**

*Online benefits marketplace innovator hires customer service veteran to ensure continued successful client engagements*

**PHOENIX (Feb. 11, 2014)** — [Genius Avenue](#), a developer of online benefit marketplace technology and provider of engagement marketing and administration, today announced that Trina Thompson has joined the organization as vice president of client engagement.

An 11-year customer service veteran, Thompson will call on her extensive experience to ensure the Genius Avenue team drives operational excellence and delivers extraordinary customer service to its clients in the areas of implementation and onboarding, relationship management, business processing, data analytics, and reporting. These services are core to ensuring client engagements launch and perform successfully so members have a positive experience every time they interact with the organization's program.

"Genius Avenue has developed a unique system that solves many issues for insurance companies, third-party administrators, associations, and other benefit providers," Thompson said. "Our approach combines a powerful business process outsourcing (BPO) infrastructure for benefit enrollment and administration with engagement marketing services and a readily available portfolio of benefits and discount offerings. I'm excited to be working with such a customer-centric organization."

Prior to joining Genius Avenue, Thompson spent 11 years at American Express, where she applied her expertise in managing operations and internal audits to consistently surpass customer expectations. While serving as senior director of customer experience of global merchant services, Thompson was responsible for developing strategy and executing programs designed to increase customer satisfaction. Thompson's most recent role at American Express was senior director of internal compliance where she led audit functions specific to global payment products by measuring risk, reporting, program documentation and testing.

"With the changes brought about by the Patient Protection and Affordable Care Act, members are looking for benefits outside of those offered by their employers," said Ben Rozum, president and founding partner of Genius Avenue. "That desire has created a market opportunity for membership organizations that can also give them a competitive edge. Genius Avenue makes it easy for them to offer more benefits by taking care of all the heavy lifting. They decide what they want to offer and we take care of the rest. Trina's experience on the customer care side will enhance our ability to delight our clients with customized solutions. We are very happy to have her on our team."

Photo is available for download [here](#).

### **About Genius Avenue**

[Genius Avenue](#) develops cloud-based benefit marketplace technology coupled with a uniquely integrated managed services model for engagement marketing and back-office administration through a single platform. Headquartered in Phoenix, Ariz., Genius Avenue is a business process outsourcing partner that has built more than 2,500 custom private-labeled client portals and enabled more than a million enrollment transactions for insurance companies, third-party administrators, associations, and other benefit providers. Genius Avenue minimizes the complexities of benefits administration while maximizing client profits by: promoting the client's brand and content, attracting and retaining new members and lowering costs by eliminating the need to purchase and manage expensive technology. To learn more, visit [www.geniusavenue.com](http://www.geniusavenue.com).

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