



For Immediate Release
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VCT Names Lisa Smedberg Vice President of Client Solutions

BOSTON, MA – November 15, 2011 – VCT announced today that interactive communications veteran, Lisa Smedberg, has been appointed to lead the expansion of the Company’s rapidly growing strategic communications advisory division.

With over 20 years of experience providing strategic and creative direction to private clubs, Lisa has compiled an impressive track record building and managing teams to drive the success of member engagement and retention programs. Prior to joining VCT, Lisa was the Director of Interactive Services at MembersFirst, where she spearheaded the development of a managed service division to address the experience and resource issues that most clubs now face in light of the rapidly evolving technology landscape.

“Lisa will be an extremely valuable asset during this exciting growth period for VCT,” stated Matt Kovelan, Chief Operating Officer at VCT. “Lisa’s strategic mindset and project leadership qualities will make a significant impact as we continue to grow our account team and develop the scope of our customized communications advisory and managed service programs. Lisa will be instrumental in helping VCT’s clients navigate the complexities of today’s communications landscape in order to better engage the future generation of private club members.”

Smedberg added, “It is such a wonderful opportunity to join VCT during this vital period for our industry, and for VCT’s growth. I look forward to adding a new creative dimension to the Company as we continue to develop our team of communications specialists as well as our “SmartSourcing” managed service solutions for private clubs looking to stay relevant in today’s marketplace.”

About VCT

As the leading Member Experience partner to distinguished private clubs nationwide, VCT empowers club leadership to better understand members, then develop and manage more personalized services, communications and benefits that make each member feel special. Our proven methodology enables clubs to better understand and connect with members at every touchpoint—while preserving your club’s rich traditions and building your brand. VCT provides a unique, hands-on consultative approach that optimizes your existing communications and technology infrastructure, while working closely with your club to continually improve the member experience. www.ExperienceVCT.com.

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