

**Andrea R. Bortner**  
**EVP, Chief Human Resources Officer**



Andrea Bortner brings more than 25 years of professional HR experience to her role as Chief Human Resources Officer for Catalina. She is responsible for leading Catalina's global human resources team.

Bortner came to Catalina from Harris Corporation, where she served as vice president, responsible for the company's global centers of excellence, and overseeing Talent Acquisition, Learning & Organizational Development, Talent Management, Compensation and Benefits, and HR management systems and processes.

Previously, Bortner consulted as an executive coach for Insight Into Action, Inc., and held progressively responsible positions with leading companies including Electronic Data Systems, Georgetown University and PepsiCo, and Gap Inc.

Bortner holds a bachelor's degree in industrial organizational psychology from Canisius College in Buffalo, New York, and an MBA from the University of Southern California. In addition, she is a Certified Executive Coach and holds numerous certifications in leadership, facilitation and coaching. She is married and has two children.

**About Catalina**

Catalina's personalized digital media drives lift and loyalty for the world's leading CPG retailers and brands. Catalina personalizes the consumer's path to purchase through mobile, online and in-store networks powered by the largest shopper history database in the world. Catalina is based in St. Petersburg, FL, with operations in the United States, Europe and Japan. To learn more, please visit [www.catalinamarketing.com](http://www.catalinamarketing.com) or follow us on Twitter @CATALINA.

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