



## **Debbie Hauss Named Editor-in-Chief of Retail TouchPoints**

*G3 Communications has announced the appointment of Debbie Hauss to Editor-in-Chief of Retail TouchPoints, the company's industry-leading online strategy source for retail executives.*

Hasbrouck Heights, NJ (Vocus/PRWEB) January 06, 2011 -- G3 Communications has announced the appointment of Debbie Hauss to Editor-in-Chief of [Retail TouchPoints](#), the company's industry-leading online strategy source for retail executives.

Hauss has been a contributing editor for G3 Communications for the past three years, posting regular columns to Retail TouchPoints and also helping to manage projects for the company's custom content division, Demand Creation Specialists.

Hauss has worked as a writer, editor and editorial manager in various industries for more than 25 years, with extensive experience in the retail and technology sectors, including serving as Managing Editor for RIS News magazine.

In her new role, Hauss will oversee editorial management of the Retail TouchPoints web site, e-newsletter, podcasts and social media efforts, all which serve to connect retail executives with peers and solution providers.

"Debbie has become an integral member of our team and I'm confident she'll help steer the next phase of growth for the Retail TouchPoints franchise," said Andrew Gaffney, President of G3 Communications, Retail TouchPoints' parent company. "With Debbie's knowledge of the industry and experience in managing content, we will be able to continue providing innovative content across different platforms."

Retail TouchPoints is an online publishing network for retail executives, with content focused on optimizing the customer experience across all channels. Tapping into the power of the Web 2.0 environment, the Retail TouchPoints network offers a weekly e-newsletter with category-specific trend pieces, turnkey retail case studies, innovative solution spotlights and benchmark research. The Retail TouchPoints client list includes NCR, Oracle, Sprint, SAS, Epicor, Tomax, IBM, Escalate Retail, Infor and Avalara, among others.

Retail TouchPoints will be exhibiting at next week's National Retail Federation (NRF) Show in New York City at Booth 3122 as part of the Customer Experience Pavillion. The editorial team of Retail TouchPoints will be conducting video podcast interviews with industry thought leaders at the event, which will be broadcasted on the Retail TouchPoints website.

Since its launch more than 3 years ago, G3 Communications has doubled its revenue each year by focusing on providing customized content and lead generation programs for BtoB marketers that show demonstrable ROI and support marketing and sales initiatives.

For more information please visit [www.retailtouchpoints.com](http://www.retailtouchpoints.com) or [www.gthreecom.com](http://www.gthreecom.com) or contact Caroline Ferns at [carolineferns\(at\)comcast\(dot\)net](mailto:carolineferns(at)comcast(dot)net).

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**Online Web 2.0 Version**

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