

**Media Contact**

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**Jeff Bergeland**  
**Director of Client Success**

Jeff Bergeland is ChargeltSpot's director of client success. An experienced retail specialist, Mr. Bergeland is responsible for all aspects of ensuring productive and successful client partnerships. This includes day-to-day communication with clients (retail stores, casinos, public venues, etc.), training, as well as data analysis and reporting.

Mr. Bergeland received a bachelor's degree from the University of Colorado in Boulder, and had an impressive career in retail before joining ChargeltSpot in April of 2014. He served 11 years in management roles at Urban Outfitters in Colo., Utah, Conn., N.Y., N.J. and Pa. In 2013, he moved to Urban Outfitters' headquarters to oversee operational aspects of the hip retail chain in North America. Mr. Bergeland's projects at Urban Outfitters HQ were centered on omnichannel fulfillment strategy, four-wall productivity in brick and mortar stores, the collaborative development of data warehouse tools and new store technology to enhance the customer experience.

As a member of ChargeltSpot's senior management team, passion for developing retail experiences and incorporating relevant, sales-driving technology into the evolving retail landscape.

Outside of ChargeltSpot, he is an active father of three and pursues his love for the alpine sports as often as possible.

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