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Multimedia Plus Taps ARC Business Advisor Principal to Advise on Growth

By [Arthur Zaczekiewicz](#)

App-based retail training and communications provider Multimedia Plus named Herb Kleinberger, principal at ARC Business Advisors LLC, to its advisory board to help expand the company's Incite platform on a global basis.

Aside from ARC Business Advisors, Kleinberger is an adjunct professor at the New York University Leonard N. Stern School of Business. Board members at Multimedia Plus include industry veterans Andrea Weiss, cofounder of The O Alliance, Andrew Gaspar, principal of Gaspar Global Ventures and Ernie Pomerantz, partner and managing director at StoneWater Capital LLC. Marijo Bos, founder of Bos Advisors, also serves as an advisory board member.

David Harouche, chief executive officer of Multimedia Plus, said Kleinberger's "breadth of experience in retail technology will be invaluable as we expand our Incite platform business globally, by developing strategic partnerships and moving into new customer-centric industries."

Harouche added that Kleinberger's "expertise in working with CIO level executives will serve us well as we continue to impact a brand's ability to empower sales associates and keep them a click ahead of the consumer."

Kleinberger's career includes leading the retail practice at Price Waterhouse/PwC Consulting as well as at IBM.

He said the "retail industry is dynamic and is constantly transforming, yet customer service and well-trained sales associates are at the heart of every successful brand." He said the Multimedia Plus "understands the demand for cutting-edge technology and how to positively impact associates with the tools they need to succeed in a world of mobile-savvy shoppers."

The company launched Incite earlier this year with the goal of strengthening the product knowledge and selling skills of sales associates. The mobile app is designed to create a better in-store experience for shoppers by increasing the overall knowledge of retail associates. Incite is powered by QuizScore and works as a private broadcast network between managers and associates to deliver information and analytics via a dashboard interface.

The app uses "video without streaming" and features real-time metrics and video training modules that associates can access during the "in-between time" of serving shoppers.



Incite is a mobile app for training retail sales associates.

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