

## **Niche Retail, LLC Names Jeff Grice as President**

*Niche Retail, an industry leader in providing world-class eCommerce solutions, names Jeff Grice as President of the privately held company.*

**Jan. 5, 2011** - [PRLog](#) -- Sylvan Lake, MI - January 5, 2010 - Niche Retail, an industry leader in providing world-class eCommerce solutions, names Jeff Grice as President of the privately held company. Grice's savvy business sense, combined with his ability to bridge marketing and operations, provides a distinct advantage to Niche Retail and its partners.

In partnering with premium brands, Niche Retail provides its experience and expertise in eCommerce channel efforts to enhance brand equity, increase sales and improve margin for brand partners. In addition to building and advancing Internet strategies of leading brands,

Niche Retail backs each partnership with its in-house warehousing and distribution offering, global integration with third-party logistics and fourth-party logistics providers, and dedicated customer care representatives.

Founders Brad Sorock and Tyler Smith promoted Grice to the position from his previous role as Chief Operating Officer. Building solid relationships is at the core of Niche Retail's business strategy.

"Jeff joined Niche Retail in 2009 with an initial focus on eCommerce and Customer Service. Very quickly Jeff became instrumental in growing and scaling our business to meet the advance needs of brands desiring to launch direct-to-consumer solutions," said Niche Retail Innovator and Founder, Tyler Smith.

As President, Grice's distinctive passion for people, culture and his clients will prove invaluable to Niche Retail's continued success. His background includes extensive experience in digital marketing; retail performance improvement solutions; direct marketing; sales and service certification; training; sales incentives; and safety recall initiatives.

"I am thrilled to be working with Brad, Tyler and the Niche Team to extend our business in new and innovative ways. We are really positioned well with the right people, process and technology to excel at guiding brands to establish their direct-to-consumer strategy," said Grice. "In particular our decision to migrate our eCommerce technology to Magento is proving beneficial to our organization and partners."

An accomplished executive with more than 30 years of marketing experience, Grice served as Chief Operating Officer of Clear!Blue and Pitney Bowes Marketing Services before joining Niche Retail in 2009.

Previously, Grice held senior level technology and marketing communication roles at Wunderman, BBDO and DMB&B, where his focus was on CRM and digital marketing solutions for Lincoln Mercury and Chrysler brands. Grice's past leadership of digital agencies and creativity has produced award winning recognition from highly acclaimed industry publications including Advertising Age and Adweek.

"Jeff's appointment to President reflects the progress that has been made in evolving our business and will enable Tyler and myself to focus expanding Niche services and in new ways," said Niche Retail Visionary and Founder Brad Sorock.

About Niche Retail

As partners to leading national and international brands, Niche Retail is “everything but the brand” – designing, building and operating Direct-to-Consumer and Business-to-Business online sales channels, which enable the branded manufacturers to focus on product innovation and sales. Niche Retail provides its experience and expertise in eCommerce channel efforts to enhance brand equity, increase sales and improve margin. Niche Retail backs each partnership with warehousing and distribution support and dedicated customer care representatives at its headquarters in Sylvan Lake, Michigan. For more information about Niche Retail, visit [<http://nicheretail.com/>].

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