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**INDUSTRY EXECUTIVE LAUNCHES NATIONAL BUSINESS DEVELOPMENT  
ADVISORY,  
SEGAL INSIGHTS**

*Firm provides business development analysis and growth strategies for convenience retailers, non-traditional & convenience foodservice retailers and suppliers*

**(Scottsdale, Arizona - May 1, 2015)** Kay Segal, a nationally known executive manager in non-traditional and convenience foodservice, convenience retail and business media, has launched a new advisory firm based in Phoenix, Arizona. Segal Insights will provide business development analysis and growth strategies for convenience retailers, non-traditional foodservice operators and manufacturers.

Formerly Senior Vice President for CSP Business Media of Mesa, AZ, Segal has decades of experience in traditional and non-traditional foodservice operations and marketing, convenience retailing as well as business development. Kay Segal is now in a position to bring her experience to others in a unique customized format.

“Segal Insights is the culmination of years of experience and based upon my background in creating opportunity for other entities and organizations,” she said. “Using sound analysis and strategic development processes, I plan to provide my clients with industry understanding, strategy, actionable answers and connections.”

Segal will be presenting the Retail State of the Industry Update at the SIGMA 2015 Spring Convention in Amelia Island, FL, May 5-8. She will be addressing the latest and most pertinent trends affecting how consumers interact with retail.

In July 1996, Segal joined CSP Information Group, now CSP Business Media, leading her teams in a variety of roles for over 18 years. During her tenure, leadership looked to her to: create new products, oversee marketing and media initiatives, build relationships with operators, suppliers, manufacturers and other associations as well as oversee many strategic and operational functions. Segal played an integral role in transforming CSP into a market leader.



Prior to CSP, she worked with the Circle K Company (now owned by Alimentation Couche-Tard) in Phoenix, Arizona, and handled non-traditional c-store foodservice category management, franchise brand negotiations and program testing. Her ingenuity and leadership provided foundational development for the foodservice categories at Circle K. Earlier in her tenure at Circle K, Segal worked in field operations and marketing.

Her resume includes positions with 7-Eleven, the Clark County Health District, Sky Chefs and within traditional foodservice and retail. In addition, she designed and built an independent convenience and foodservice operation with a small partnership group.

#### About Segal Insights

Arizona-based advisory firm Segal Insights helps leaders in convenience retailing, non-traditional and convenience foodservice as well as business media industries crystallize vision and forge new paths with “outside-in” thought leadership. With independent vision and opinions grounded in first-hand industry experience, Segal Insights is a strong virtual asset to an organization.

Its network of subject matter experts complements the specific skill sets of President Kay Segal, allowing for intellectual and tactical engagement in a customized format, equating to exceptional value for the client. For more information, email [kay@segalinsights.com](mailto:kay@segalinsights.com).

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