

**ANSER INNOVATION WELCOMES TARGET VETERAN  
SHAWN GENSCHE TO BOARD**

**MINNEAPOLIS – Jan. 14, 2014** – [Anser Innovation](#) today welcomes retail, marketing and financial services veteran Shawn Gensch to its board of directors.

Gensch was most recently SVP, Marketing at Target Corporation, leading paid, owned, and earned media for the enterprise, including media strategy, public relations, events and lifestyle marketing, strategic partnerships, and all traditional, digital, social and direct-to-guest channels. In previous marketing roles, he led brand marketing, storewide and seasonal campaigns, agency management, and marketing finance, production and technology.

Anser Innovation is a Burnsville-based technology company developing internet-based software and hardware to enhance remote interaction. Gensch joins the board as Anser prepares its spring 2014 launch of [PetChatz](#)<sup>®</sup>, a Greet and Treat<sup>®</sup> videophone that allows pet parents to have physical interaction with their pets from anywhere, anytime through their smartphones, tablets or computer.

“Shawn is a tremendous addition to our now five member board of directors,” said Lisa Lavin, co-founder and CEO of Anser Innovation and PetChatz. “His experience and success in marketing brands and ideas is singular in the retail industry. The knowledge and counsel he brings to Anser will make us stronger, whether it’s now as we launch PetChatz or in the near future, as we prepare future product launches, including our remote medication management system for elders and other populations.”

“Great design can truly inspire solutions that make our lives better each and every day,” said Gensch. “Anser’s passion for creating new pathways for deeper connections, both technologically and physically, is second to none. I look forward to contributing my creative and operational energy to support the mission of the firm.”

Gensch joined Target as Director, New Business Development in 2003 and was promoted to VP, Product Design & Development at Target Financial Services. He led the de novo startup of Target Bank, serving as the first President for that enterprise. He also led the development and launch of Target’s debit card product.

Prior to Target, Shawn worked in various roles within finance, banking and consulting industries, beginning his career with KPMG after earning his bachelor’s degree in accounting from University of Wisconsin–Eau Claire.

Shawn also serves on the Boards of Minneapolis’ Walker Art Center and Avenues for Homeless Youth.

**About Anser Innovation**

Anser Innovation LLC is a technology company developing web based software and hardware products that enhance remote interactivity. The Company focuses on markets where remote interactivity is difficult or impossible. Anser’s first product, PetChatz<sup>®</sup>, is designed for the retail pet market. Future markets include eldercare and dependent child markets. Anser has integrated a recurring revenue business model and strategic partnerships for commercial success. More information about Anser is available at <http://www.anserinnovation.com>.