



FOR IMMEDIATE RELEASE: August 20, 2026

Millennium Systems International Welcomes Jeff Grissler as Meevo Ambassador

*Longtime beauty industry leader joins Meevo to help salons, spas & med spa
find the technology behind their growth*

Parsippany, NJ: Millennium Systems International (MSI), maker of Meevo and award-winning salon, spa & med spa software platform, announced today that Jeff Grissler has joined the company as a Meevo Ambassador.

Grissler brings more than 30 years in the beauty and hair industry, with experience across sales, finance, strategic planning, product development, and business operations. Over his career he has advised businesses of many sizes on growth, ownership transitions, and long-term planning.

He began in small-ticket leasing, where he helped grow a firm into a market leader across the U.S. and Canada. That company went on to serve more than 100,000 salons and spas and generate over \$700 million in revenue across three decades before its sale to a small-ticket lending bank. Much of that work involved consulting directly with owners on marketing and expansion.

As Director of Special Markets at Minerva Beauty, Grissler worked with brands including L'Oréal, Paul Mitchell, and Aveda, along with corporate and chain salons. He also helped a number of artists and educators grow into recognized industry names over the years, and represented Minerva at more than 800 beauty shows worldwide.

Across his career, Grissler has contributed to product development for both soft goods and equipment, advised on marketing and sales strategy, and supported software rollouts for partners and clients. He currently serves on the Professional Beauty Association Advisory Board and chairs recruitment for Intercoiffure America/Canada. Through his publishing company, Ready, Set, Go!, he has authored and published 16 books for beauty entrepreneurs.

"Jeff has spent his entire career helping beauty businesses grow, and that's exactly the spirit behind Meevo. Having someone with his depth of experience in our corner means even more owners will discover what the right software can do for their business," said Connie Certusi, Chief Executive Officer at MSI.

In his role as Meevo Ambassador, Grissler will help ensure salon, spa & med spa owners across the industry know where to turn for software that fuels their growth. By sharing his firsthand expertise of what it takes to succeed in the industry, he hopes to help other beauty professionals run their businesses more efficiently with Meevo.

To learn more about Millennium Systems International and Meevo software, please visit: www.meevo.com.



ABOUT MILLENNIUM SYSTEMS INTERNATIONAL

Millennium Systems International is the leading business management software provider for the beauty and wellness industry and the maker of Meevo. Built over three decades of insight, innovation, and disruption, Meevo is a true all-in-one solution for sophisticated salons, spas, and med spas looking to bolster their successes. Meevo grows with you, supporting your goals and vision every step of the way with reliable tools you can count on today and tomorrow. Meevo is HIPAA compliant and user-friendly, with more than 150,000 users logging in daily to help their salon, spa, and med spa businesses thrive.

Press Contact

Jessica Kirk
Chief Marketing Officer
1 (973) 402-9500
pr@millenniumsi.com