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## MarketShare Forms Technology Advisory Board to Help Drive Next Phase of Growth

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Assembles Leading Innovators from Advertising Technology and Big Data

**Los Angeles, December 18<sup>th</sup>, 2014** – MarketShare, the global leader in marketing analytics software for enterprise, today announced that it has formed a Technology Advisory Board to help guide the company's product innovation and technology development in its next stage of growth.

The new Board, composed of top leaders in enterprise systems, advertising technology, and big data software, will offer strategic guidance and tactical assistance on MarketShare's product roadmap, operations, and technology-talent acquisition.

The Technology Advisory Board members are:

**Greg Badros**, Founder of advisory firm Prepared Mind Innovations, Inc. Badros's prior roles include Vice President of Engineering and Products at Facebook, and Senior Director of Engineering at Google. He has led engineering for products including Facebook Ads, Graph Search, Data Science, and Data Infrastructure; and for Google AdSense and Gmail.

**David Champagne**, Chief Architect & VP Research at Revolution Analytics, an R-language software company used by enterprises seeking to drive down the cost of big data. Prior to Revolution Analytics, Champagne was Principal Architect/Engineer for SPSS. Before that role, Champagne was Vice President of Software Engineering at LexiQuest.

**Gokul Rajaram**, Product Engineering Lead at Square. Rajaram's prior roles include Product Director, Ads at Facebook; Co-Founder and CEO of Chai Labs, a semantic technology startup acquired by Facebook; and Product Management Director at Google AdSense, which he helped drive from concept to multi-billion dollar product line.

**John Slade**, consultant to multiple Internet companies on digital marketing strategies and products. Slade's prior roles include SVP, Product Management at Rubicon Project; and Vice President, Product Management at Yahoo!.

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Slade was pivotal in developing Overture, Yahoo!'s early search advertising platform which ignited pay-per-click search marketing.

**Mike Smith**, Chief Technology Officer at Verisk Analytics, where he works to transform the risk management ecosystem via improvements in data management, predictive analytics and advanced simulation. His former roles include Chief Technology Officer/Chief Architect at Interthinx, a Verisk Analytics company; and Chief Software Architect at Strategic Analytics (acquired by Verisk).

"We are honored to have these technology luminaries join us as advisors," said Iván Markman, COO, MarketShare. "We anticipate explosive growth for MarketShare—driven by high demand for superior marketing analytics technology, coupled with our own aggressive product innovation agenda. As we continue to grow and evolve, the Technology Advisory Board's insights and experience will be pivotal in shaping the revolutionary solutions we deliver to our customers, partners, and the broader market."

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## About MarketShare

MarketShare helps marketers grow revenue. Combining advanced analytics technology, scientific leadership and deep

domain expertise, MarketShare enables large companies to measure, predict and dramatically improve Marketing's impact on revenue—typically generating a 20%-30% improvement in marketing effectiveness and 3%-4% revenue increase, yielding a 3x-50x first-year ROI. Widely considered the market leader, MarketShare helps direct tens of billions of marketing investment dollars globally. Visit [www.marketshare.com](http://www.marketshare.com).

Press Contact:

Abe Mezrich, MarketShare

[amezrich@marketshare.com](mailto:amezrich@marketshare.com)

(609) 462-2870