
Ross Levinsohn, Tom Davenport, Pat LaPointe Join MarketShare Advisory Board

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“These additions to MarketShare’s Advisory Board strengthen an already stellar group of industry leaders and visionaries, and are part of MarketShare’s continuous process of improving and re-engineering itself to meet the challenges of the future,” says Wes Nichols, Co-founder and CEO. “We are delighted to have individuals of Ross Levinsohn’s, Tom Davenport’s and Pat LaPointe’s caliber and notoriety in industry and academia join our board.”

Levinsohn is widely respected as a top media industry executive, having held top positions at Yahoo!, News Corp., CBS and HBO. He is also on the Board of Directors at Tribune Company.

Davenport has been widely published on the topics of analytics in business, process and information management, as well as enterprise systems. He pioneered the concept of “competing on analytics” with his best-selling 2006 Harvard Business Review article (and book by the same name). His most recent books are Keeping Up with the Quants: Your Guide to Understanding and Using Analytics, with Jinho Kim, and Big Data at Work, from Harvard Business Press (January 2014).

LaPointe has been a major driving force behind CMO adoption of marketing metrics and analytics for nearly two decades, and has been responsible for substantial revenue growth and solutions enhancement at MarketShare for the past three years. In that time, MarketShare’s client list of major global brands has expanded rapidly, and the company has achieved the highest industry marks among all competitors in the field from independent research firms. He will be the new Chair of the Advisory Board.

“With Big Data analytics becoming an increasingly important part of the media industry, I’m excited to join MarketShare’s Advisory Board,” says Levinsohn. “MarketShare’s league-leading technology is creating tremendous value for top brands by boosting marketing efficiency and revenue.”

Says Davenport, “In this age of advanced marketing analytics, embodied with fast, pervasive digital marketing, business organizations must learn and adopt new analytics tools and technologies for better decision making. MarketShare is pioneering just such technologies for the future, and I’m pleased to be part of an Advisory Board that will help guide that effort.”

“We’ve achieved a tremendous amount of growth in the past few years – building world class teams, attracting scores of new clients and building industry-leading solutions, among many other things,” adds LaPointe. “Now is a great time for me to shift focus toward the kinds of issues that an Advisory Board is empowered to deal with. I’m looking forward to remaining an integral part of the MarketShare success story as we charge into a future where advanced analytics technology will set the pace for marketing organizations worldwide.”

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About MarketShare

MarketShare helps marketers grow revenue through our MarketShare 360 Performance Management System. We enable large companies to measure, predict and dramatically improve Marketing’s impact on revenue by combining advanced analytics technology, scientific leadership and deep domain expertise. This typically generates a 20%-30% improvement in marketing effectiveness and 2%-4% revenue increase yielding a 20x-100x first-year ROI. We help direct over \$100 billion in marketing investments for clients in 45 countries and have been recognized by industry analysts as a market leader.

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