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## MarketShare Names Brian Bailard Chief Revenue Officer

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Last year, MarketShare was named to the Deloitte Technology Fast 500 list of fastest growing tech companies in North America, and industry leader by Forrester Research. “Our industry-leading position drove us to look for someone with exceptional strategic sales skills,” says Nichols. “After an exhaustive search, we were fortunate to find someone of Brian’s caliber to fill this important leadership team role.”

“Marketing organizations today must increasingly link their activities to revenue. And at the same time they are dealing with explosive growth in digital, mobile and social,” says Bailard. “MarketShare is ideally positioned to help on both counts. I’m thrilled to join the company at this stage in its rapid evolution, to build and scale sales strategies globally and expand the company’s leadership position.”

In his previous role as Head of Global Strategic Sales at HootSuite, Brian and his team sold HootSuite’s social media platform to the world’s largest multi-national corporations and increased revenue 13-fold. He launched European and APAC operations, industry verticals, and built field sales to encompass a team of 35 across 11 countries.

Previously, Bailard led global sales at Socialtext, a pioneer in collaboration technology that was acquired by PeopleFluent, and also led sales at Lyris, a provider of email and digital marketing platforms. Earlier in his career, Bailard was a strategy consultant at Bain & Company.

Brian is also in demand as an industry speaker, part-time blogger, and a leader in social selling. He earned an MBA from the Harvard Business School and has an engineering degree from Stanford University.

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### **About MarketShare**

MarketShare is an advanced marketing analytics software company that helps businesses grow efficiently and boost revenue by uncovering which actions really drive results. Founded in 2005, MarketShare has a track record of groundbreaking innovations in data, modeling and software, and has worked with over half of the Fortune 50. MarketShare's platform combines optimization and attribution technology, data, modeling and business

intelligence solutions that improve business decision making. The company is headquartered in Los Angeles, with offices in San Francisco, New York, London, Tokyo and Bangalore. For more information visit [www.MarketShare.com](http://www.MarketShare.com).

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