
MarketShare Names Simon Heyrick CFO

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“Simon’s experience and acumen in the finance realm, as well as the discipline of working in finance for a public company, is a key addition to the MarketShare team,” said Jon Vein, Co-Founder and CEO at MarketShare. “He joins us at a particularly exciting time as MarketShare continues to grow and expand rapidly on a global basis.”

Last year, MarketShare was named to the Deloitte Technology Fast 500 list of fastest growing tech companies in North America, one of the 10 “Hottest Startups” in Los Angeles by Inc. Magazine, and industry leader by Forrester. “Our leadership position in advanced analytics software and efficient deployment of capital drove us to look for someone with exceptional skills in the finance area, and we were fortunate to find someone of Simon’s caliber to fill this important role,” said Vein.

“I’m excited to be joining MarketShare at this particular point in its evolution,” said Heyrick. “Not only is MarketShare achieving the kind of rapid growth befitting a category leader, but the entire industry is undergoing explosive growth as well. That makes the role of finance even more important than ever.”

At Green Dot, Heyrick led all accounting functions, including SEC reporting, taxes, treasury and cash management, Sarbanes Oxley compliance as well as day-to-day finance operations. He also led and supported key teams involved in M&A and other strategic activities, including Green Dot’s initial public offering in 2010.

Prior to Green Dot, he held various accounting and finance roles at IndyMac Bank and the audit group of the public accounting firm KPMG LLP in both the Los Angeles and Auckland, New Zealand offices. Simon graduated from the University of Auckland with a Bachelor of Commerce degree in Accounting and is also a Chartered Accountant from the New Zealand Institute of Chartered Accountants.

About MarketShare

MarketShare is an advanced marketing analytics software company that enables businesses to grow efficiently 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 provides a combination of technology, data, modeling and business intelligence solutions that lead to improved decision making, next-generation attribution and optimization for businesses. 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.

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