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## MarketShare Welcomes Hewlett-Packard Veteran Dirk Beyer as SVP of Analytics and Modeling

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“Dirk’s vast knowledge in applied analytics, simulation, and extensive professional experience in the commercial innovation at Hewlett-Packard Labs and other companies makes him an authority in our field,” said Pat LaPointe EVP of the Americas. “This is just another in a series of moves we are making to solve the toughest problems for our CMO clients and accelerate their path to better marketing resource allocation.”

“As the world of analytics becomes increasingly complex, it’s great to be with a specialized firm, like MarketShare, that understands the importance of big data and analytics,” said Beyer. “We are witnessing that simple media mix, attribution and panel research are not enough in the increasingly quantitative, results-driven and multifaceted world of marketing. MarketShare knows where the space is headed and I am happy to be a part of that vision.”

Dirk Beyer joins MarketShare after 15 years of professional experience at DemandTec, Inc., M-Factor, Inc., and Hewlett-Packard Laboratories. Most recently, he worked as science fellow at DemandTec, Inc. where he lead efforts to unify the company’s analytic approaches across retail, CP marketing, trade planning, and assortment planning as well as consumer insights. Additionally, Beyer spent 5 years as Chief Science Officer at M-Factor and was responsible for building out the company’s analytics team and modeling platform. During his 9 years at Hewlett-Packard, Beyer held positions as principal scientist and project manager, and was responsible for leading a team of researchers who worked on projects in analytical marketing, supply chain management and network management. Beyer holds a Master's degree in Education as a teacher of Mathematics and Physics and a Ph.D in Operations Research from Leipzig University, Germany.