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## MarketShare Adds CEO of GroupM Business Science, Steve Simpson, to Head Rapid Expansion in Key Markets and Global Accounts

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“We are thrilled to have market leading talent like Steve on board. As MarketShare’s growth accelerates and as we continue to secure key partnerships with innovators like Ticketmaster, it only stands to reason that we must also continue to attract the industry’s best and brightest minds to help accelerate our success,” said Iván Markman, COO of MarketShare. “Steve has a great understanding of the business, a hunger for innovation and an appreciation for MarketShare’s unique analytic and technological solutions for marketers and agencies. With his skills and knowledge we look forward to extending our momentum.”

“It has become clear that MarketShare is hands-down the leader in cross-media analytics and technology, as well as social and mobile measurement innovations. The company has great momentum now, which speaks to the value of its reputation,” said Simpson. “Digital is pervasive and the idea of Big Data and Analytics 2.0 is upon us; MarketShare is leading the movement. I’m proud to be a part of this company’s bright future.”

Steve Simpson joins MarketShare after almost eight years as the CEO of GroupM Business Science, where he led a global practice with over 150 professionals helping clients create value from data. In 2003, Simpson took the position of Global Director of Mindshare ATG, working with clients to make media and marketing investment accountable wherever that investment is made. Previously, Simpson served as Strategic Planning Development Director at Initiative Media where he was responsible for Unilever’s planning, consumer insight, technology and return on investment capabilities on a global basis.

MarketShare shows marketers where and how to drive demand across all media, sales, price and distribution decision points based on predictive analytic models and its proprietary MarketShare Optimizer™ software platform. The company also has a robust platform being deployed by marketing agencies that provides advanced planning, budgeting and allocation decisions. The tool, MarketShare Planner™, is driving advanced insights into cross-media and cross-channel attribution.