
MarketShare Accelerates Global Expansion with Seasoned Executives

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MarketShare is an analytics company that helps businesses grow efficiently by revealing what really drives demand. The company's software, services and solutions are capable of measuring cross-media and cross-channel effects, including offline, online and in-store activities in order to power results for leading marketers worldwide. With a uniquely strong expertise in quantifying the impact of search, display, social and mobile on brand equity, sales and profits, MarketShare's platform has been leveraged by more than half of Fortune 100 companies and other high-profile organizations across dozens of countries.

Jeanette Carlsson joins MarketShare after ten years with IBM, where she was Business Strategy and New Media Leader for IBM Global Business Services, Communications Sector. In that capacity, she ran IBM Consulting's TMT Business Strategy and New Media Practice. Previously, Ms. Carlsson held a number of leadership positions in IBM Global Business Services and prior to that she was a Principal Consultant at PwC. She has also held a number of executive positions with Omega Partners, BDO Stoy Hayward, Coopers & Lybrand, and the EU Commission in Brussels.

Shigeyuki Tomomatsu has almost 20 years' experience at some of the world's leading consumer companies and largest corporations. Previously, Mr. Tomomatsu was Vice President of Marketing at Yahoo! Japan, where he led a marketing organization of more than 80 people and was responsible for all marketing activities. Prior to that he served as Director of Strategic Planning and Brand Communication at GE Consumer Finance, and held various senior executive positions at Coca-Cola Japan, Johnson & Johnson, and Dentsu, Young & Rubicam.

Iván Markman, COO of MarketShare, said, "As our global demand increases, so does our need for seasoned marketing and technology executives to lead the adoption of our analytics and software. Jeanette Carlsson and Shigeyuki Tomomatsu are huge talents who will ensure our clients in EMEA and Japan have the business intelligence they require to make the most effective marketing resource allocation decisions on an ongoing basis."

MarketShare's global expansion is the latest in a series of decisive steps the company has taken in the last year to secure its position as the marketing analytics leader. In February, MarketShare announced its acquisition of MarketingNPV, a specialized technology and advisory firm that provides processes and tools to benchmark and improve marketing performance. MarketShare also entered into an alliance with comScore to integrate

comScore's proprietary search, display, mobile and video data into their marketing analytics in January 2011. In August, MarketShare acquired JovianDATA, a marketing business intelligence and data analytics technology firm that provides on-the-fly digital attribution analytics.