MarketShare Appoints Philippe Lebard SVP of Strategy

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MarketShare, the global leader in marketing analytics software for enterprise, today announced the appointment of Philippe Lebard as SVP of Strategy in EMEA.

Prior to joining MarketShare, Lebard was a Director and head of Deloitte Consulting's Consumer Marketing and Brand Effectiveness Group. There, he led numerous marketing strategy and implementation projects for leading global brands. Previously, he held various senior roles with leading firms such as Prophet Brand Strategy, A.T. Kearney, and McKinsey, where he developed consumer-centric growth initiatives for dozens of Fortune 500 clients in the U.S., Europe and Asia.

Lebard was also Senior VP Marketing and Corporate Development for Bongrain, the multi-billion dollar specialty foods leader, where he quadrupled the International Division's revenues in five years. Earlier in his career, Philippe was also a brand manager at Procter & Gamble.

"While at Deloitte, we conducted a global review of analytics and technology companies in the marketing ROI space and MSP was head and shoulders above anyone else," said Philippe Lebard. "I'm excited to join such a prestigious company and work closely with many of their Fortune 50 clients to transform marketing from a cost center to a clear contributor to profit growth."

Lebard holds an M.B.A. from H.E.C. Paris. A French native, he has lived more than 15 years in New York and six years in London.

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About MarketShare

MarketShare helps marketers grow revenue. Combining advanced analytics technology, scientific leadership and deep domain expertise, MarketShare enables large companies to measure, predict and dramatically improve Marketing's impact on revenue—typically generating a 20%-30% improvement in marketing effectiveness and

3%-4% revenue increase, yielding a 3x-50x first-year ROI. Widely considered the market leader, MarketShare helps direct tens of billions of marketing investment dollars globally. To learn more about MarketShare, visit www.marketshare.com.