



QUANTIFIND

8 Homewood Place, Suite 100 · Menlo Park, CA 94025

quantifind.com · 650 561 4937

Quantifind Appoints New Chief Revenue Officer and VP of Engineering

To Support Company Growth and Product Innovation Industry Veterans Jim Harold and Paul Emery Join Explanatory Analytics Solution Provider Helping Deliver Revenue-Driving Brand Strategy

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Quantifind, the company helping marketers eliminate their competitive blind spots and discover how to steal market share by focusing on only the data that drives revenue, today announced it has appointed Jim Harold as Chief Revenue Officer and Paul Emery as Vice President of Engineering. Both will be responsible for continuing to drive the company toward revenue growth and product innovation.

"The demand for analytics solutions like Quantifind is very high, which is why we have been growing rapidly as a company over the past year," said David Karnstedt, CEO Quantifind. "Engineering and sales are key areas for the company as we focus on market expansion and continuing to attract top talent to expand our product capabilities. We're thrilled to welcome Jim and Paul to the team. Both come from impressive backgrounds and have exactly what it takes to position Quantifind as a leading force in the explanatory analytics space."

Jim Harold has more than 20 years of expertise driving double-digit growth in businesses with enterprise B2B solutions at the intersection of data, software, and analytics. Previously he was the Group Vice President of Consumer at Acxiom Corporation where he was responsible for a \$170+ million business unit including sales, sales support, industry marketing, solution delivery, account management and product management. Prior to Acxiom, Jim was Senior Global Vice President of Sales, Business Performance Solutions Group at Information Resources.

"Marketers have mandates to grow revenue and drive sales, but we hear daily how they struggle to find the true signals in the massive amounts of data they analyze," said Jim Harold. "My experience in the industry has made it even more apparent that the market needs a company like Quantifind. We help marketers cut through the noise of data overload, refine the information into what matters most and identify what specifically drives revenue. I am excited to join this team and for the future of the company."

Paul Emery joins Quantifind from Womply, one of the fastest growing merchant-focused software companies in America, where he was Vice President of Engineering. He brings 25 years of experience in scaling and managing SaaS application development, Big Data infrastructure, test automation and technical operations at venture-backed startups in addition to publicly traded software companies. Prior to Womply, Paul held the role of Executive Vice President of Engineering at Marin Software where he scaled the engineering organization in preparation for the company's IPO in 2013.

"Too much data is paralyzing marketers. Quantifind's productized data science zeroes in on the data that actually matters. It filters out the noise that doesn't drive revenue and reveals the hidden signals that do," said Paul Emery. "Quantifind's approach to unlocking the full potential of data impressed me from the start, and I'm eager to leverage my experience to help the company scale and continue on its track of innovation."

These appointments come on the heels of a \$30 million funding announcement in February led by global investment firm Cathay Innovation, and a recent launch of SIGNUM Analysis, a cloud-based, self-service analytics



application that gives marketers a new and innovative way to identify consumer data that drives business performance.

About Quantifind

Quantifind was founded to help people make better decisions that combine human intuition with the voice of intelligent data. We are a data science company that eliminates your blind spots around where, why and how competitors are impacting your business, and reveals new ways to steal market share. Our productized data science filters out the noise that doesn't drive revenue and finds the hidden signals that do. We provide an intuitive explanatory analytics platform, SIGNUM, anybody can use to discover the biggest opportunities for growth. Quantifind's clients include some of the world's most well-known brands spanning multiple industries including automotive, consumer packaged goods (CPG), movies, pharmaceuticals, restaurants, and telecom. Our team is currently 80+ people strong and growing, with locations in Menlo Park, CA; Washington, DC; and New York, NY.

For more information, please visit <http://quantifind.com>.