



QUANTIFIND

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Quantifind Expands Senior Management Team to Accelerate Company Growth

Company Hires Former Blanc & Otus CEO Joshua Reynolds as Head of Marketing and NetBase Veteran Jens Tellefsen as Head of Product

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MENLO PARK, Calif., Aug 12, 2015 (BUSINESS WIRE) -- Quantifind, an on-demand insights platform for brands, today announced the hires of Joshua Reynolds as Head of Marketing and Jens Tellefsen as Head of Product. With the hires of Reynolds and Tellefsen, Quantifind continues to expand its senior management team to capitalize on its growth and strong position in an emerging market.

“Both Joshua and Jens bring a tremendous amount of relevant experience in their respective fields,” said David Karnstedt, CEO, Quantifind. “Product and marketing are key areas for the company as we focus on attracting more marketers to our platform. No other company can help marketers understand why and how they are driving revenue like Quantifind can. Adding these two to our team will help accelerate our growth as we tap into this incredible market opportunity.”

As Head of Marketing, Joshua Reynolds and his team will partner with sales, client services, product and executive teams to help set the strategic direction for the company, differentiate Quantifind in the market, and accelerate the adoption of its ground-breaking analytics platform. Reynolds joins Quantifind from Blanc & Otus, a WPP-owned technology marketing and communications agency, where he held the role of CEO and led his team through its recent turnaround, generating record levels of revenue growth, client satisfaction and talent expansion.

Reynolds has extensive experience working with marketing technology companies and companies who sell to marketers including Adobe, Facebook, G2 Crowd, gShift, Hootsuite, LinkedIn, Lyris, Oracle Marketing Cloud, Responsys and Yahoo!. He has also been an executive coach and strategic adviser to several startups and currently sits on the advisory boards of AirGrub, Artivest and Taptalk. Recently, Reynolds was named a Top 25 Innovator in technology marketing and PR by The Holmes Report in 2014.

As Head of Product, Jens Tellefsen will be responsible for product strategy and specifications. Before joining Quantifind, Tellefsen served as a product executive at NetBase Solutions, Vendavo, Callidus Software and Trilogy. Before Trilogy, he advised Fortune 500 companies on their corporate strategies at McKinsey & Company.

Tellefsen brings more than twenty years of experience to Quantifind in enterprise software. He specializes in leading companies in product strategy and management, and helping organizations solve complex business problems including business intelligence, social analytics, price analytics and optimization as well as sales incentive management.

For more information on Quantifind and their experienced senior management team, visit <http://quantifind.com/>.



About Quantifind

Quantifind offers an on-demand insights platform that helps marketers explore, understand and change the impact they are having on real-world revenues. By analyzing a mix of historical financial data alongside unstructured conversations, the company is able to extract the business opportunities that matter most from the data and reveal the largest and most immediate opportunities to drive revenue. Quantifind's clients are some of the world's most well known brands spanning multiple industries including movie studios, telecom, retail, and consumer packaged goods. Based in Menlo Park, CA, the company's investors include Cathay Innovation, AME Cloud Ventures, Andreessen Horowitz, Comcast Ventures, Iris Capital, Redpoint Ventures and U.S. Venture Partners. For more information, please visit <http://quantifind.com>.