

# Enlighten Appoints James Niehaus to Vice President of Analytics and Digital Strategy

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CUPERTINO, Calif., August 07, 2013: Enlighten, the leader in enterprise data and tag management that boosts marketing agility and eases privacy compliance with the industry's first Agile Marketing Platform (AMP), has appointed James Niehaus to Vice President of Analytics and Digital Strategy.

In his new role at Enlighten, Mr. Niehaus will bring his extensive industry experience to Enlighten's client's and prospects at top brands and Fortune 500 organizations to help them fully leverage the Enlighten platform to advance and accelerate their marketing strategies.

"James is an exceptional executive and brings a unique industry perspective to our business," said Enlighten CEO Josh Manion. "James has the ability to deeply understand analytics technology, the needs of today's large brands and the perspective of the client. Hiring James further validates our vision and commitment to our customers as he will work to ensure Enlighten's platform addresses the specific challenges and ever-growing demands of the world's leading enterprises."

"I look forward to helping Enlighten's customers and prospects unlock the full potential of the Enlighten platform," said Niehaus. "As an Enlighten customer for the last two years I experienced first-hand how Enlighten empowers global marketing organizations to move faster and execute more advanced solutions in the area of analytics, optimization, and personalization."

James joins Enlighten from Symantec where he was the head of optimization and web analytics and where he developed significant expertise on the Enlighten platform and was also a member of our customer advisory board. Prior to Symantec, James held roles at Salesforce.com, J2 Global and Ellie Mae.

## **ABOUT ENLIGHTEN**

Enlighten, the leader in enterprise data and tag management, boosts marketing agility and eases privacy compliance with the industry's first Agile Marketing Platform (AMP), built to meet the needs of enterprise marketing organizations. With Enlighten AMP, businesses rapidly execute any marketing initiative, achieve one-to-one marketing and deliver great user experiences. Enlighten's proprietary data and tag delivery network and patented technology give organizations unmatched ability to deploy any vendor tag on any platform or device, using unlimited deployment conditions, while accelerating page performance. Marketers use Enlighten AMP to collect, own and use their onsite, offline and offline data. Enlighten AMP processes over a trillion tag requests from 30,000 Web domains across 150 countries, representing more than \$30 billion in ecommerce for top brands that include Brooks Brothers, Capital One, Microsoft, Money Supermarket, monster.com, RAC, Sony Electronics, Staples,

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