



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**Truesight Consulting Expands Global Footprint with Formal Launch of Expanded Delhi Office;  
Appoints Industry Veteran, Nitesh Sahay, Country and Region Leader**

**New York, NY and Delhi, India – February 26, 2018** – Truesight Consulting, the independent advanced marketing analytics consultancy started by veteran marketing innovators, David Dixon and Sebastian Shapiro, today announced expansion of its global footprint with the formal launch of a new Delhi, India office. The Delhi operation will play a dual role for Truesight Consulting, serving as its main office for India and its regional hub for greater Asia. It will provide full service advanced marketing analytics and solutions for both regional and international clients.

Truesight also announced that Nitesh Sahay, 41, officially joins the firm on March 1 as its Delhi-based country leader for India and region leader for Asia, a new role with titles managing director and associate partner. Mr. Sahay worked with Dixon and Shapiro from 2010 to 2017 as regional director, APAC, at Ninah Consulting, a former marketing analytics and management consulting firm that was owned by the Publicis Group.

“We are delighted that Nitesh Sahay will lead our efforts in India and throughout Asia,” said David Dixon, founder and managing partner. “He was an essential member of our management team at another firm and delivered tremendous growth in client relationships, new business, new capabilities and developing first-tier talent. He brings a level of experience, rigor and expertise that is virtually unmatched in the industry.”

In addition to management and client-facing responsibilities, Mr. Sahay will leverage his academic background (MPhil, Economics, multiple publications) and long-standing relationships in academia to help support Truesight’s global R&D and innovation efforts, several of which will be announced during the next few weeks.

Describing the strategic value of India and Asia for Truesight, co-founder and partner Sebastian Shapiro, said, “India and greater Asia are vital to our firm and represent huge opportunities. India is poised to become the 5th largest economy in the world in 2018 and was one of the top six fastest growing economies during 2017. But that’s only part of the story. We know first-hand that India is a remarkable hub for marketing talent, R&D, innovation and is also an ideal anchor location for Asia. Few people know the region’s marketing landscape better than Mr. Sahay, and we’ve already had overwhelming response and support for launching Truesight in India and Asia directly from companies in those markets.”

Truesight combines and unifies technology, data, modeling and business intelligence solutions to drive significant improvements in results and revenue for its clients. Among the firm's distinctions are the relationships it forges with blue-chip thought leaders and academic institutions. It's already established partnerships with top faculty at Stanford University, Bentley University, VU University in Amsterdam, and others in the pipeline. These relationships give Truesight a type of vetting, neutrality and credibility not available elsewhere.

Commenting on joining the firm, Mr. Sahay said, "Truesight's transparency-based approach to marketing analytics and client engagements is both radical and perfectly timed. Marketers, rightfully, are demanding full accountability from their marketing partners – no more black boxes. This is particularly evident in India and throughout Asia," he said. "Additionally, Truesight's multi-tiered solutions approach aptly fits the requirements of markets across the globe, each at different levels of data and analytics maturity. I'm privileged to have this opportunity to help Truesight and its clients crack the market in this part of the world and globally. Our opportunity is enormous, and our global team is top tier."

In addition to Mr. Sahay, Truesight Consulting in Delhi opens with a staff of three senior-level marketing analytics consultants plus support staff. The office is located at: Truesight Consulting, Platina Building, M.G. Road, Near Sikanderpur Metro Station, Sector 28, Gurugram, Haryana 122001 India.

Nitesh Sahay brings almost 20 years of experience in advanced analytics, consulting and research to Truesight Consulting. He has long been engaged with cutting-edge innovations in analytics and their implementation. With an advanced programming background, Mr. Sahay has developed analytical software and built highly customized tools that are efficient, user-friendly and robust. Several of these continue to serve as platforms for building marketing analytics models globally. Mr. Sahay's sector expertise includes FMCG, ecommerce, automotive, pharmaceutical, telecoms and banking, and he has worked across several other domains. In addition to seven years at Ninah Consulting, Mr. Sahay's background includes senior management positions at Symphony Marketing Solutions, Datamonitor PLC and GE Capital. He is a published expert in advanced marketing analytics and won a Bronze "Emvie" award for analytics from The AdClub. Mr. Sahay earned an MPhil in Economics from Jawaharlal Nehru University, Delhi, where he also received a Master's in Economics. His academic papers have been published worldwide.

Truesight Consulting provides a full scope of marketing analytics services and solutions, including marketing mix modelling (MMM), multitouch attribution (MTA), customer data analytics, quantitative survey analytics, scenario planning and optimization, and marketing change management. Structurally, Truesight is designed to seamlessly accommodate the differing requirements of a broad range of client business models including DIY (do it yourself), DIFM (do it for me) and DIWM (do it with me) – each of which has unique staffing, operational, technology and partnership demands. The firm has developed solutions to address each of these and is also pioneering distinctive innovations in technology, IP, solutions delivery, and blue-chip academic and commercial partnerships. With its fully independent ownership,

Truesight is inherently transparent, unbiased and unencumbered by competing interests or P&Ls.

### **About Truesight Consulting**

Founded in 2017 by industry veterans David Dixon and Sebastian Shapiro, Truesight Consulting is an innovator in advanced marketing analytics. The company is headquartered in New York City and has a team of more than 30 marketing and senior advanced analytics professionals. The firm has clients throughout North America, Europe and Asia in the consumer goods, B2B enterprise software, retail, telecom, media and entertainment, and financial services sectors. More information is available at <https://truesight.consulting>

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