



PRESS RELEASE

FOR IMMEDIATE RELEASE

Marketing Innovators David Dixon and Sebastian Shapiro Join Forces to Launch *'Truesight Consulting,'* A New, Independent Advanced Marketing Analytics and Solutions Consultancy

New York, NY, December 19, 2017 - David Dixon and Sebastian Shapiro, two veteran marketing innovators, today announced the launch of Truesight Consulting, an independent advanced marketing analytics and solutions company. Truesight combines and unifies technology, data, modeling and business intelligence solutions to drive significant improvements in results, and ultimately revenue, for its clients. Headquartered in New York City, Truesight opens with a team of more than 25 marketing and advanced analytics professionals and clients in the large consumer goods, B2B enterprise software, retail, telecom, media and entertainment, and financial services sectors.

Recognizing that analytics are increasingly at the very center of many client-side organizations' marketing operations and strategy, Dixon, 42, and Shapiro, 44, conceived Truesight to be a full service, radically transparent and unbiased marketing analytics partner – one particularly well-suited for analytically-driven marketing clients.

Truesight 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, the firm is designed to seamlessly accommodate the different 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. Truesight has developed solutions to address each of these. The firm is also pioneering distinctive innovations in technology, IP, solutions delivery, and blue-chip academic and commercial partnerships.

Prior to launching Truesight Consulting, Dixon and Shapiro led Ninah Consulting, a former top marketing analytics company owned by Publicis Group. Earlier, they helped develop and co-led the Marketing Accountability Partnership (MAP), a marketing analytics company within the Interpublic Group of Companies (IPG).

“Today, there is a tremendous need for an open box, fully transparent, platform neutral approach to analytics,” said Sebastian Shapiro, founder and partner of Truesight Consulting. “As companies continue to embrace the strategic value of advanced marketing analytics, and increase their investments for in-house analytics talent, they need a marketing analytics partner that is versatile enough to adapt to their marketing needs and business models –

whatever those may be – while enabling them with tools, insights and an approach that are unbiased, verified and fully supported.”

Part of Truesight’s distinction is relationships it’s forged with blue-chip thought leaders and academic institutions. At launch, it has established partnerships with top faculty at Stanford University, Bentley University, VU University in Amsterdam, and others in the pipeline. These provide Truesight with a type of vetting, neutrality and credibility not available elsewhere.

“Truesight provides a complete approach to implementing marketing analytics within client companies,” said David Dixon, founder and managing partner. “We bring a depth of experience and expertise that helps clients confidently inform C-suite decisions, and a level of delivery and rigor that supports an organization’s operational teams. Further, with our fully independent ownership, we are inherently transparent, unbiased and unencumbered by competing interests, P&L’s or similar. This is why we’ve created and launched Truesight now.”

In addition to its New York headquarters, Truesight Consulting has regional offices in Los Angeles, CA; London, UK; and Delhi, India.

About Truesight Consulting

Founded in 2017 by industry veterans David Dixon and Sebastian Shapiro, Truesight Consulting is an innovator in advanced marketing analytics. Truesight combines and unifies technology, data, modeling and business intelligence solutions to drive significant improvements in results and revenue for its clients. The company is headquartered in New York City and has a team of more than 25 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, visit us at www.truesight.consulting and connect with us on LinkedIn and Twitter.

Bios:

David Dixon, Founder and Managing Partner

David Dixon, 42, is founder and managing partner of Truesight Consulting. He brings more than 20 years of experience in advanced marketing analytics, management consulting and organizational leadership to the firm. Before launching Truesight, David was global CEO and managing partner of Ninah Consulting, Ltd., formerly a leading provider of MMM services owned by the Publicis Group. At Ninah, he was responsible for 10 years of profitable growth, revenues of more than \$12 million and 70 full time employees. Prior to Ninah, David established the US operations of Initiative Consulting, a spin-off of the Interpublic Group of Companies’ Initiative Media, and earlier, the Marketing Accountability Partnership (MAP), another IPG-owned analytics company. He brings significant experience working with blue-chip companies like Apple, Intuit, Home Depot, Bank of America, Kohl’s and others. David has a Masters’ Degree of Economics from London School of Economics.

Sebastian Shapiro, Co-Founder and Partner

Sebastian Shapiro, 44, is co-founder and partner of Truesight Consulting. He has over 20 years of global marketing, consulting and leadership experience within the marketing, sales and analytics field. Sebastian has built, and managed marketing and analytics consulting practices worth more than \$15 million in revenue and has worked extensively in the management consulting industry. Prior to Truesight Consulting, Sebastian helped build and lead Ninah Consulting, where he was partner and managing director, from a 2-person team in 2006 to a leading global marketing analytics firm with over \$20 million in consulting services revenue globally. At Ninah, he was responsible for client development, thought leadership, product development and overall firm management. Before that, he helped develop and lead the Marketing Accountability Partnership (MAP), a marketing analytics company within the Interpublic Group of Companies (IPG). He also had tenures with FutureBrand, where he led the brand analytics practice, and created a unique approach to brand valuation. He began his career at PWC in the M&A practice. Sebastian graduated from Harvard and holds an advanced degree in Economics from Aarhus University, Denmark.

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