



EDO, Inc. Announces Key New Hires to Support Convergent TV Growth

New team members will advance EDO's strategic growth, helping build the industry's first Convergent TV Ad Measurement platform.

New York, NY (February 2, 2021) - EDO, Inc., the advertising data, measurement, and analytics software company, today announced the addition of four new hires to further the company's strategic growth. Dr. John Cripps, Dr. Peter Foley, Diane Staffan, and Gowtham Prakash bring considerable industry experience and expertise to the company's product strategy and advanced data science teams as EDO builds the industry's first Convergent TV Ad Measurement platform.

Today's marketers lack access to reliable TV ad occurrence and ad effectiveness data across linear and non-linear TV for both their own brands and competitors. EDO's Convergent TV Ad Measurement platform will fill this gap by providing unprecedented ad intelligence and effectiveness metrics across linear and non-linear TV, and is preceded by the upcoming release of EDO's Ad EnGage CI Streaming solution. Ad EnGage CI Streaming provides first-of-its-kind competitive ad intelligence for ad-supported video-on-demand platforms.

"Adding such depth of talent and expertise to our strong team demonstrates our commitment to our customers and conviction about our vision," said Kevin Krim, President and CEO of EDO, Inc. "These leaders collectively bring decades of product, data science, engineering, analytic, and strategic experience to EDO as we develop our Convergent TV Measurement platform to fill an essential need for the TV advertising industry."

Dr. John Cripps joins EDO as the SVP of Convergent Measurement, focused on developing EDO's Convergent TV Ad Measurement platform. John is a career marketing data scientist with deep expertise in marketing ROI measurement and optimization (MMM and MTA) and developing SaaS attribution tools. His past roles have included SVP Marketing Science at a large insurance company, SVP Decision Science at a successful internet start-up, Partner at a top management consulting firm, and Professor of Marketing at a top international business school. John joins EDO from Kantar Analytics where he developed Kantar's first multi-touch attribution product, called Balanced Attribution®, using an experimental design and machine learning framework. John has a Ph.D. in marketing & statistics from UCLA's Anderson School and an MBA from York University's Schulich School.

Dr. Peter Foley leads EDO's best-in-class data science team, which includes three International Mathematical Olympiad medalists and a two-time Putnam Fellow, as EDO's Head of Data Science. He spearheads the team's work building novel tools and modeled data products in service of EDO's expanding convergent TV ad intelligence and effectiveness capabilities. Prior to joining EDO, Peter led the Data Science and Analytics group at TV measurement and analytics company 605 from its inception in 2016 when the firm acquired AMG. AMG had previously acquired the political modeling firm Pivotal Targeting, which Peter co-founded in



2012. Peter received his PhD, Master's, and Bachelor's degrees from the California Institute of Technology, performing research in political behavior, machine learning methods, and neuroscience.

Diane Staffan is an experienced leader in TV advertising strategy and insights. She will contribute her strategic vision to the development of EDO's solutions as Head of Product Strategy. Prior to joining EDO, Diane was the VP Media Analytics at Warner Bros Pictures, where she oversaw advanced TV, premium digital video and addressable cross-platform audience and measurement strategy for theatrical releases. She also served as a key leader in forging data partnerships that fostered innovative advances to media planning, buying, creative allocation, in-flight optimizations and life-cycle campaign approaches from theatrical releases through home entertainment window. Previously, Diane was at The Walt Disney Studios as Director Media Home Entertainment.

Gowtham Prakash brings advanced technical expertise in the TV advertising space to his role as EDO's Manager of Data Engineering. He is an accomplished and innovative technology leader with over 15 years of experience in media and advertising sales. Prior to joining EDO, Gowtham managed the Engineering team at 605, which built and managed the ad sales platform for Charter Communications' \$600M annual ad sales revenue. He was also responsible for architecting and building the data pipe to ingest viewership data from the set-top boxes for 3 million Cablevision customers. Gowtham holds a Bachelor's degree in Biomedical Engineering.

About EDO

EDO, Inc. is a data, measurement, and analytics software company that powers the success of marketing, research and creative professionals. The company is an innovative leader in applying world-class data science and unique behavioral metrics to help its clients – marketers, TV networks, streaming platforms, and movie studios – generate greater value from their creative efforts and media investments. EDO is headquartered in Los Angeles and New York City. To learn more about EDO, please visit: <https://www.edo.com/>

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