

VELL

Representative Vell Placement



JON BARON
CHIEF REVENUE OFFICER

Affinio, the leading marketing strategy platform offering visualization for cross-channel behavioral, insights data and cultural intelligence for brands, announced today that Jon Baron has joined its executive team, serving as Chief Revenue Officer (CRO), reporting directly to Tim Burke, CEO.

Mr. Baron brings a wealth of senior-level experience in revenue acceleration, marketing cloud innovation and entrepreneurship to Affinio. He previously served as president of Bamboo Rose, CRO of IgnitionOne, CEO and Co-Founder of TagMan, among others. As CRO, he will be responsible for Affinio's go-to-market strategy through to driving customer success. He will also lead Affinio executives in alliances, growth and marketing. "I'm thrilled to join the Affinio team. The company is at the cutting edge of AI graph technology, and its platform will absolutely amplify the value of tech players in the Lumascape, as well as enable marketing to pinpoint new markets and gain inimitable competitive intelligence. We're passionately making marketing strategy-first again," said Mr. Baron.

"Jon was the perfect choice to join Affinio as our first CRO. His expertise and substantial success in bringing disruptive technology to enterprise brands in every corner of the globe makes him uniquely qualified to help our customers propel their business forward in a world of constant and rapid change," said Tim Burke, CEO of Affinio.

About Affinio

Affinio is a marketing strategy platform that leverages the interest graph to understand today's consumers. Behind Affinio is an advanced, incredibly powerful, and award-winning technology that mines the billions of relational network connections that exist within any given social audience. Using our deep learning and custom network engine, Affinio is able to analyze these connections to develop a cultural fingerprint for each user. Analyzing what people choose to follow extracts knowledge and cultural insights from your entire audience. This sheds light for the first time on who each audience segment is, what they are influenced by, what they talk about, share, and ultimately care most about. For more information, visit: <http://www.affinio.com>, or follow us on Twitter ([@Affinio](#)).