



## 4C Appoints Kevin Kearns as Chief Revenue Officer

*New Position to Help Company Meet Growing Global Demand for Multi-Screen Media Solutions*

**CHICAGO – July 6, 2016** – 4C ([www.4Cinsights.com](http://www.4Cinsights.com)), a data science and media technology company, today announced it has hired Kevin Kearns as its first Chief Revenue Officer (CRO). The creation of the new position was necessary due to 4C's robust growth in recent years and expansion after its acquisition of global TV monitoring network, Teletrax, last year.

As CRO, Kearns will lead a team of 50 global employees and manage the company's overall revenue targets across all products. Kearns will also play a significant role in the evolution of 4C's go-to-market strategy and day-to-day client delivery.

"The CRO position is a necessity based on our recent global expansion in the U.S., Europe and Asia. Kevin will be an essential part of our executive team as we continue to fuse social and TV data to harness shared media experiences for brands," said Lance Neuhauser, CEO of 4C. "Kevin's proven ability to manage revenue streams, provide high-level strategic insights and truly delight customers will help us to capture our vast addressable market."

"It's clear that 4C's approach to data and technology is providing completely new ways of doing business for brands, agencies and media owners," said Kevin Kearns, Chief Revenue Officer at 4C. "The company's continued success is evident due to its rapid growth and acclaimed products, providing best-in-class solutions for multi-screen analytics and activation. I'm honored to be selected as 4C's first CRO and look forward to joining this talented team and working with our innovative clients."

The creation of the CRO position and addition of Kearns is the latest in a series of significant moves from 4C. Last month, 4C announced that it [has been named a Snapchat partner](#), which will give brands the ability to leverage 4C technology to activate Snap Ads later this year and access the 100+ million daily active users on the Snapchat platform. 4C also recently [unveiled 4C University](#), providing training in its product suite and delivering institutional knowledge across TV and social media for brands, agencies, and media owners. In May, 4C announced a series of partnerships including Turner to [target TV audiences utilizing social data](#), 20th Television to [quantify the effectiveness of brand integrations](#), Groupe M6 to [monitor broadcast assets](#), and Wide Orbit to [activate social data through programmatic TV](#).

Kearns was most recently the CRO at ShopperTrak, where he was responsible for all aspects of revenue generation including global sales, marketing and professional services. During his tenure, Kearns helped ShopperTrak exponentially grow revenue and guided the company through its acquisition by Tyco. Kearns has also held executive sales roles at WorkflowOne and Huthwaite. An author, Kearns' book *Escaping the Price Driven Sale* was published by McGraw Hill in 2007. Kearns will be based in Chicago and will report to Lance Neuhauser, CEO of 4C.

### About 4C

4C is a global leader in data science and media technology with solutions for multi-screen convergence. Brands, agencies, and media owners use 4C to improve effectiveness on TV, digital, social and mobile. The 4C product suite includes activation on Facebook, Twitter, LinkedIn, Pinterest, Instagram, and Snapchat as well as TV Synced Ads across display, search, social and video. The company also provides advertising and content analytics leveraging its Teletrax global TV monitoring network and proprietary social affinity database. Founded in 2011 and based in Chicago, 4C has staff in 17 worldwide locations across the United States, United Kingdom, the Netherlands, Germany, Hong Kong, India and Singapore. Visit [www.4Cinsights.com](http://www.4Cinsights.com) for more information.

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