



## 4C Adds Anupam Gupta to Executive Team as Chief Product Officer

*Appointment Addresses Strong Demand for Multi-screen Marketing Solutions as TV and Social Media Converge*

**CHICAGO – August 24, 2016** – [4C](#), a global leader in data science and media technology, today announced it has appointed Anupam Gupta as its Chief Product Officer. The appointment underscores the company's investment in solutions that meet the growing demand for multi-screen marketing to reach multi-tasking audiences.

Gupta will lead the 4C product team to enhance its current software-as-a-service offering and develop new solutions for improving media effectiveness. In managing the company's product roadmap, Gupta will draw from 4C's vast reservoir of proprietary data sets including:

- 1) Social response and brand affinity
- 2) TV ad and program monitoring
- 3) TV viewership and engagement

"Our goal is help marketers uncover new opportunities to grow their businesses using our unique data science," said Alok Choudhary, founder, chairman and chief scientist of 4C. "During his career, Anupam has developed innovative software products that meet the needs of evolving industries. His experience and customer-centric focus will help 4C build on our success."

For two decades Gupta has led strategy and growth planning for technology companies. As EVP, Product Management and Cloud Services at Vubiquity, Gupta worked with more than 600 leading film studios, TV networks, independent producers and multi-channel networks to bring premium content to over 750 global video distributors. Previously, Gupta was the President and CEO of Mixpo, which provides software to execute multi-screen video campaigns. Gupta started his career at Microsoft where he held key product management roles during his eight year tenure with the company.

"4C is at the leading edge of TV and social media convergence," said Anupam Gupta, Chief Product Officer at 4C. "I'm excited to work with this talented team and pioneer technologies that deliver high-impact for brands in a multi-screen world."

Gupta will be based in Seattle and 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 rely on 4C to improve effectiveness across channels and devices. The 4C product suite includes activation on Facebook, Instagram, LinkedIn, Pinterest, Snapchat and Twitter as well as TV synced ads across digital display, mobile, 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, France, Hong Kong, India, the Netherlands and Singapore. Visit [www.4Cinsights.com](http://www.4Cinsights.com) for more information.

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