Saffron Adds Ian Hersey, Pioneer in Natural Language Processing, as Chief Product Officer

Hersey to focus on scaling Saffron's capabilities, broadening its user base and building the next generation of its Natural Intelligence Platform

Cary NC, April 8, 2014– [Saffron Technology](#), a cognitive computing company combining the genius of the brain with the power of computing to help Fortune1000 businesses turn data into actionable knowledge, today announced that Ian Hersey, well-known technologist and pioneer in the field of Natural Language Processing, has joined the company as Chief Product Officer.

Hersey joins Saffron after over two decades of leadership in unstructured data analysis, multilingual natural language processing and social media monitoring and analysis. Most recently, he was Chief Product Officer at InTTENSITY and CTO of Attensity.

Prior to that, Hersey co-founded and spent over ten years with Inxight Software, where he created a market-leading commercial text analysis product suite that is still utilized by many of the world's most elite companies following Inxight's acquisition by SAP. With Saffron, Hersey will be responsible for running the entire product organization,

"This newly created post of Chief Product Officer will be instrumental in propelling Saffron's Natural Intelligence Platform as the leader in next generation cognitive systems," said [Gayle Sheppard](#), Saffron CEO. "We are fortunate to have Ian join us, as his experience developing truly innovative data analytics technology is ideally suited for this leadership role."

"I've been aware of Saffron for many years. The core technology is rock solid, and enables the company to do what others cannot - unify disparate data sources and find actionable knowledge in the data", explained Hersey. "Together we can fully exploit that potential. We'll scale to reach new customers and deliver more functionality and value to existing customers."

In development since 1999, Saffron's [patented](#) associative memory finds connections among data across diverse sources, without the need for rules or modeling, while learning incrementally and anticipating outcomes based on patterns it finds in the data. Saffron's Natural Intelligence Platform helps clients [rapidly inform decisions and reduce unnecessary risk](#) and waste, making it ideal for real time operational risk intelligence and decision support; for industries including manufacturing, energy, defense, and healthcare.

Last month, Saffron announced the completion of a $7 million series B round of venture capital, which will also fund a new global headquarters in Silicon Valley.

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About Saffron Technology

Saffron helps every business benefit from the knowledge in their data to make more informed decisions and prepare for potential outcomes. Saffron's Natural Intelligence Platform harnesses the incredible ability of the brain to find meaning in data, but at a scale that far exceeds human capabilities. With each new experience, Saffron builds more memories, learns from outcomes and makes new connections, giving organizations the ability to address new situations in profound and creative ways. Saffron's track record of successful implementation across multiple industries including manufacturing, healthcare, philanthropy and defense illustrates the ease and impact of using its Natural Intelligence platform. Founded in 1999, Saffron Technology is headquartered in Cary, North Carolina. For more information, please visit www.saffrontech.com.