

**For Immediate Release**

Oct 1, 2019

***Bill Cote, Experienced Leader in Alumni Affairs, Corporate Relations and Major Gifts Fundraising, Joins Aidentified as Chief Operating Officer***

Bill Cote joins Aidentified on October 1<sup>st</sup>, 2019 as Senior Vice President, Business Development.

Tom Aley, CEO and Co-Founder, Aidentified commented "Non-profit institutions are constantly challenged to identify people that can contribute to vital capital campaigns. Leveraging Bill's extensive expertise in this area, we are excited to roll-out our application to these organizations across the United States."

Bill Cote commented "Throughout my career in educational fundraising - even in the early years - I was a rabid consumer of alumni or company data which has been critical to finding and engaging new prospects. Had Aidentified existed while I was a fundraiser, I would have saved countless hours monitoring SEC filings and prospecting on Google, LinkedIn and elsewhere. Those hours saved would have made it easier to find prospects and understand the best paths to them and that would have awarded me more time to qualify more prospects and close more gifts more quickly. I am excited to be part of a company that will help prospect research offices to find more prospects, surface new wealth data on those already known and, perhaps even more importantly, help on the prospect management side by increasing the speed of prospects moving from identification to qualification to gift."

Bill works out of the Aidentified Concord, Massachusetts office.

***About Bill Cote:***

Bill has spent over 25 years working for colleges and universities in various fundraising roles including alumni affairs, corporate relations and major gifts fundraising. He has worked for a variety of institutions over that career including Marlboro College, the University of Maryland, the University of Virginia, Bentley University, Dartmouth College, and his alma mater, the University of New Hampshire where he served as the director of development at the Paul College of Business & Economics. Throughout his career he has relied heavily on the usage of data to identify prospects and to develop the right strategies to engage them. Bill also worked in the for-profit world heading up sales and business development for three separate healthcare companies.



**About Aidentified:**

Aidentified was founded by twin brothers Darr and Tom Aley after a number of successful data related ventures and work at Amazon, D&B, and Dow Jones. The unmet opportunity they saw was the "Holy Grail" of combining an individual's consumer and professional attributes into a unified single household profile, using new technology to surface relevant relationships.

Leveraging 300 million U.S. profiles, Aidentified uses the latest AI and machine learning technologies that allow its customers to search for prospects based on recent wealth events that include stock trades, mergers and acquisitions, IPOs, management changes, new company investments, income, age, location, position within a company, personal interests and more. Aidentified's proprietary Relationship Mapping algorithms further help by connecting customers' personal and corporate networks and their client networks to find the strongest path to a prospect. ([www.aidentified.com](http://www.aidentified.com))

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