

For Immediate Release

September 1, 2019

Ned Dane, Financial Services Thought Leader Joins Aidentified as Chief Strategy Officer and Head of Financial Services

Ned Dane, formerly Senior Vice President, Head of Private Client Group at OppenheimerFunds joins Aidentified on September 1st, 2019 as Chief Strategy Officer and Head of Financial Services.

Tom Aley, CEO and Co-Founder, Aidentified commented "Ned brings a wealth of experience in financial services and the insurance industry. As CSO, he will help shape the future of our company and position it as the ultimate application necessary to grow and accelerate sales."

Ned Dane commented "Throughout my career, I have experienced the value of networks to grow books of business, recruit talent and position products and services. I have watched Aidentified grow from a concept into a company that has the potential to completely disrupt the market in the business development space. It is exciting to join a start-up after many years in corporate roles."

Ned is based in Connecticut and works out of the Aidentified Boston office.

About Ned Dane:

Ned has served as a senior executive in the wealth and asset management industry for more than 25 years. Over his career, Ned has built businesses, lead high performing teams, and developed innovative products and solutions to meet the needs of high net worth investors in America. He is an expert on the topic of multi-generational wealth and is a highly sought-after speaker on issues facing wealthy millennials. Prior to joining Aidentified, Ned was the Head of the Private Client Group at OppenheimerFunds where he built and led their \$13Bn High Net Worth practice. Prior to this, Ned was the UHNW Client Solutions Executive at Bank of America/Merrill Lynch where he led a highly specialized team of estate planning, trust, and wealth management experts who supported the largest clients and advisors at the firm. Prior to that, Ned was the President of AXA Advisors, LLC, where he led all aspects of their 7,000 advisor broker dealer business. Ned got his start at Putnam Investments where he held various leadership roles across both retail and institutional distribution. Ned serves on the boards of several philanthropic and cultural organizations including The University of New Hampshire Foundation where he chairs the asset allocation and finance committee, the Frick Museum in Pittsburgh and The Helen C. Frick Foundation.

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)

Press Contact:

Omar Sary

33 Bradford Street, Concord, MA 01742

(414) 250-9235, osary@aidentified.com

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