

For Immediate Release

May 1, 2019

Rob Ford, Leader in Driving Technology Adoption and Commercialization Joins Aidentified as Chief Operating Officer

Rob Ford joins Aidentified on May 1st, 2019 as Chief Operating Officer.

Tom Aley, CEO and Co-Founder, Aidentified commented "Rob's extensive background in helping organizations develop and implement successful growth strategies strengthens Aidentified's foundation to be a leading technology company. Having known Rob for 20 years, we are excited to have him onboard."

Rob Ford commented "Every organization, both large and small, experiences growing pains. How the leadership team plans for change and executes, separates the winners from the losers. Throughout my career, I have enjoyed jumping into challenging situations and turning them into rewarding endeavors. I am excited to be part of Aidentified's next chapter as it becomes a leading technology company."

Rob works out of the Aidentified Marin, California office.

About Rob Ford:

Rob is a leader in driving technology adoption and commercialization processes for growth stage companies. He is versatile as a chief operating officer in orchestrating support for all aspects of operational roadmaps and strategic finance. Most recently, he developed and executed global roll out and markets expansion strategies for two companies in the fintech sector. Prior to that, Rob assembled a founding team and built from scratch an investment bank focused on emerging technology sectors. As COO, he oversaw his firm's profitable growth to \$90 million in annual revenues by year five, leading all aspects of operations, international strategy, and market development while also serving as President for the company's NASDAQ listed parent. He also was President and COO of JobDirect.com, the Web's first job matching subscription-based service for university students (exited to Korn Ferry International).

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)

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