

For Immediate Release

May 1, 2019

Ralph Schonenbach, Expert in Relationship Intelligence Joins Aidentified as Chief Product Officer

Ralph Schonenbach, formerly CEO, Envoy joins Aidentified on May 1st, 2019 as Chief Product Officer.

Tom Aley, CEO and Co-Founder, Aidentified commented "Ralph brings significant expertise through his advisory and technology background. Specifically, his expertise in relationship mapping and intelligence is of great value to our company."

Ralph Schonenbach commented "I am passionate about developing technology that transforms the way people use networks to achieve professional goals. While there has been significant progress to bring networks online, there is an incredible opportunity to re-think how we create value from this connectivity. Aidentified's approach to combining the consumer and professional worlds of a profile is the first step."

Ralph works out of the Aidentified Concord office.

About Ralph Schonenbach:

Ralph has developed a global career within corporations, start-ups and foundations. He began with firms Andersen and Ernst & Young as a consultant. Desiring to experience entrepreneurship, Ralph co-founded Trestle Group - a management consulting firm and later, Trestle Group Foundation - an organization supporting women entrepreneurs in emerging markets. His fascination with professional and social networks inspired him to found Envoy - a technology platform to help organizations and individuals leverage their relationships.

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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