

Freckle IoT Hires New CTO and VP, Marketing Amid Rapid Growth

New York, NY -- August 22nd, 2018 -- [Freckle IoT](#), the global leader in multi-touch, offline attribution, has announced the addition of two senior executives to its management team. Freckle IoT is expanding the technology and marketing capabilities to support rapid growth across the North American operations.



Frank Thomas was named CTO and will be leading the technology vision and execution for Freckle IoT and Killi. Frank joins Freckle from VC-backed artificial intelligence start-up, Rubikloud, where he was the founding CTO and Chief Architect. Frank began his career at Sun Life Financial, a Canada-based financial services company where he focused on cloud enablement as well as infrastructure standardization, automation, and deployment

across all major sites globally. Frank will be based in the Toronto office.



Jenny Fahlbush is Freckle IoT's new VP of Marketing and will lead the marketing and communications efforts for both brands. Jenny brings two decades of experience spanning B2B and B2C for brands including IDG Communications, Inc., Sonesta Hotels, The Boston Globe, Boston.com, Mindshare Interactive Campaigns and The White House. Jenny brings a broad mix of marketing expertise and brand building at a time when Freckle IoT and Killi are poised for rapid growth. Jenny will be based in the New York office.

“During my tenure I’ve watched such exciting growth across Freckle’s North American operations,” says Anthony Tsigourakos, VP of Sales. “Having Frank and Jenny join our executive team will be essential to our continued success.”

About Freckle IoT

Freckle IoT is the global leader in multi-touch, offline attribution. Our proprietary cross-device solution supports all media verticals, including mobile, desktop, social, radio, search, TV and out of home. Using opted-in, first-party data, Freckle IoT helps brands measure the effectiveness of their advertising by independently matching media spend to in-store visits while remaining media agnostic.

About Killi

Killi is a mobile application developed by Freckle that allows consumers to take back control of their identity from those who have been using it without their consent. With Killi, consumers can opt in and select specific pieces of personal information that they would like to share with brands in exchange for money. Freckle's multi-channel offline attribution platform is now powered by the People of Killi, making it the most compliant, highest fidelity data source in the industry.

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