

Andrew Walmsley, co-founder of i-level, joins Cognitive Match Advisory Panel

Cognitive Match (www.cognitivematch.com), the pioneer in real-time targeting technology, is pleased to announce that Andrew Walmsley, co-founder of I-level, has joined its Advisory Panel. The panel already includes renowned entrepreneur and philanthropist Esther Dyson.

Andrew co-founded i-level in 1998, now one of the largest buyers of online media in the UK. i-level has won multiple awards, including agency of the year eight times in the last eight years and in 2007 became the first digital agency to win a Queen's Award for Enterprise. Andrew is also on the judging panel for several industry awards and writes a weekly column in Marketing magazine. Ernst & Young named him London Media Entrepreneur of the Year in 2006.

Commenting on the announcement, Andrew said, "Static websites that don't adapt to differing visitor types will soon be a thing of the past and Cognitive Match have the technology, people and positioning to capitalise on this significant opportunity"

Cognitive Match Co-Founder and Commercial Director Glen Conybeare commented, "I've been lucky enough to have worked for Andrew in the past at i-level and am very much looking forward to working with him to help shape our business. His experience and our future plans are very much aligned as we plan to work closely with large agencies, publishers and advertisers."

CEO Alex Kelleher added, "As we continue on our significant growth path, Andrew's support and advice will be invaluable. He will help us stay at the forefront of dynamic real-time decision making – making our Clients even more successful."

ABOUT COGNITIVE MATCH
(www.cognitivematch.com)

Cognitive Match applies a combination of artificial intelligence, smart machine learning algorithms, psychology and semantic technologies to match individuals with content in real-time. This matching stimulates higher rates of response from individuals, thereby increasing conversion, revenue and ultimately profit.

Clients include Yahoo, Just Giving and Sporting Index