



## **Global Digital Analytics Leader David McBride Joins Course5 Intelligence**



**SEATTLE, March 5, 2019:** Course5 Intelligence the global digital transformation leader, today announced that Global Digital Analytics leader David McBride has joined the company as Senior Vice President, Digital Solutions and Consulting.

McBride brings to Course5 more than a decade of experience helping companies achieve growth through data-informed customer relationships. He has held diverse analytics leadership roles in media, retail, and technology settings. Over the course of his career, McBride has driven customer analytics products at IBM Watson and Intel and has led analytics teams at Comcast and American Eagle Outfitters. He holds an MBA from The Anderson School at UCLA.

McBride's extensive cross-industry and cross-functional analytics and marketing experience will enhance the way Course5 and its clients charter their digital transformation agenda. He will be responsible for creating new offerings and enhancing existing offerings for Course5's customers. Solution and Consulting teams under McBride's guidance will ensure that the offerings are driving business impact for clients and can be delivered at scale across the globe leveraging technology and AI.

Ashwin Mittal, CEO of Course5 Intelligence, commented on the strategic choice of McBride for this role: "As we continue to build upon our leadership position in digital analytics and AI solutions, we are working heavily with our clients to drive end-to-end business impact. We are investing in our stateside consulting capabilities to work closely with key decision makers at the client end. David is one of the global leaders in the fast evolving analytics, digital, and AI space, and brings tremendous expertise and credibility. While David will lead our analytics and AI consulting efforts, we will continue to add consulting capability in the organization at various levels."

"I am extremely excited to join Course5 Intelligence at such an important time in the company's history," said McBride. "As a customer-facing ambassador of Course5's analytics solutions, I look forward to using data and insights to help enterprises accelerate their digital transformations and enhance experiences they offer their customers."

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### **About Course5 Intelligence**

Course5 Intelligence drives digital transformation for businesses through Analytics, Insights, and Artificial Intelligence. The company helps organizations make the most effective strategic and tactical decisions related to their customers, markets, and competition at the rapid pace that the digital business world demands.