



## **Compete, Inc. Management Biographies**

### **Scott Ernst President**

Scott is a veteran in online marketing with deep experience in advertising, digital media and Web technology and over 20 years of experience in sales, operations and management. Over the past decade, Scott has been working with world-class brands to help them improve their business performance through the online channel. With Compete, Scott oversees the company's operations including sales, marketing, client services and engineering. Prior to joining Compete, Mr. Ernst served as Vice President of Sales, Corporate and Business Development for Personify, a web analytics and behavioral profiling software company. Previously, Scott was Vice President of Sales at AdKnowledge, a marketing software and interactive media management firm, which was later acquired by CMGI/Engage.

Scott received his BS in Marketing and Entrepreneurial Management from the Wharton School of Business at the University of Pennsylvania.

### **Stephen DiMarco Vice President and Chief Marketing Officer**

Stephen has more than 15 years of marketing and client management experience. With Compete, he has management oversight of Compete's award-winning consumer services and emerging vertical markets. Stephen also oversees marketing of Compete's intelligence and targeting services to fortune 500 companies. Previously, Mr. DiMarco was a co-founder of the Internet strategy consulting firm ZEFER and directed business development and marketing initiatives for News Corporation, where he negotiated multi-million dollar distribution agreements for the company's cable programming subsidiaries. Prior to News Corporation, Mr. DiMarco managed the creation of consumer campaigns for Comedy Central, a joint venture between Time Warner and Viacom.

Stephen holds a BS from Georgetown University and an MBA from Harvard Business School.

### **Adam Guy Vice President, Client Services**

Adam brings over a decade of experience in the research and market intelligence industry to Compete. As General Manager of the Automotive, Telecommunications & Media practices, he leads teams of client services professionals and analysts to deliver comprehensive analysis of consumers and competitive intelligence. Prior to joining Compete, Adam was a Senior Analyst at the Yankee Group. Previously, he was the Director of Wireless Research at InfoTek Research and a Senior Analyst of Mobile Wireless Research at The Strategis Group.



Adam has a BA from the University of North Carolina at Chapel Hill, and an MBA from American University.

**Lisa Jones**  
**Controller**

Lisa brings more than 20 years of financial management experience to her role as Controller, including more than five years with Compete. Her previous experience includes roles with public and private technology firms including Geotrust, Be Free, Inc and Marcam Solutions. Lisa directs all aspects of Compete's financial operations and manages the Finance and Administration team.

Lisa holds a BS degree from Bentley College and an MBA from Nichols College.

**Lauren Moores**  
**Vice President, Data & Research**

Lauren has more than 20 years of experience in data creation and delivery. With Compete, Lauren leverages her extensive background in information services to oversee the company's data pipeline and management, normalization, and standard metric creation. Lauren is responsible for the aggregation of multiple, diverse data sources and the sample methodology for the Compete consumer behavior time-series which consists of over 100 terabytes of data. In addition to working with data partners to create unique data sets on consumer behavior, she manages the definition and creation of internal data products. Prior to joining Compete, Lauren directed content operations, integration and optimization services at OneSource Information Services and an economist at DRI/McGraw Hill.

Lauren has a Ph.D. in Economics from Brown University and a B.A. in Economics and French from Bucknell University.

**Garrett Mullins**  
**Vice President, Sales and Business Development**

Garrett Mullins has more than 20 years of sales and sales management experience with the majority of his background in internet and new media business building and managing sales and customer care teams. His experience includes leadership positions at Fathom Online, IBM, Interland, Inc. and Autoweb.com. With Compete, Garrett has management oversight for sales and business development to brands, agencies and publishers, including Compete's online media planning and measurement products. Prior to Compete, Garrett was Vice President Sales and Solutions at Fathom Online where he managed all sales of SEO, paid search, consulting, and analytics. Garrett also worked for IBM Global Services, where he was a Senior Project Executive managing new deal sales, operations, and solutions. Prior to IBM, Garrett was Vice President of Interland Inc., where he managed all sales and operations, channel sales, large scale hosting services and web developer solutions. Garrett earned a Bachelor of Arts in Political Science from Auburn University.



**Eric Richard**  
**Vice President of Engineering**

Eric joins Compete from Idiom Technologies, a globalization management company, where he oversaw technology integration and product research and development. Prior to serving as Vice President of Engineering at Idiom Technologies, Eric was CTO and VP of Engineering of Cambridge-based NetGenesis (now part of SPSS), the web analytics company he co-founded in 1994. The success of NetGenesis, considered by many to be the pioneer of today's web analytics, earned Eric recognition in 2001 as a finalist in the Ernst & Young New England Entrepreneur of the Year Awards. In addition to his entrepreneurial accomplishments, Eric is a recognized leader in the Internet development industry. He is the principal author of "How to Build a Web site," the first technical resource guide for Web site developers, and he created and built the award-winning "Sports Information Service," the first sports resource site on the Web. Prior to NetGenesis, Eric worked at IBM's Almaden Research Center, where he developed handwriting recognition software.

For more information, contact:

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