



Dave Kucera joins Innosect as new CEO

Silicon Valley innovation firm opens Dallas office

MENLO PARK, CA – October 5, 2015 – Innosect, a leader in innovation enablement and analytics, announced today that **Dave Kucera** has joined the company as its new Chief Executive Officer. Kucera will lead global growth plans, including the development and expansion of key enterprise accounts and strategic partnerships across industry verticals. Kucera will be located in the company's new Dallas office.

Kucera succeeds Innosect's founder **Jay van Zyl, Ph.D**, who will continue in his role as CEO of Innosect Labs, the company's technology arm. Dr. van Zyl will remain focused on research and development of the company's cutting-edge social computing and multi-dimensional analysis platform. The Innosect platform is designed to improve the effectiveness and efficiency of enterprise-level innovation programs and other complex business initiatives.

"Dave's experience in innovation and business transformation includes everything from early stage startup companies to large global enterprises," said Dr. van Zyl. "He brings to us a great track record in strategy, leadership, and disciplined execution that will serve our company and our clients very well."

Kucera added, "The visionary team at Innosect is doing amazing and important work. They have discovered new ways to leverage the power of big data analytics and deep learning algorithms to transform the performance of businesses worldwide. I am excited to join this group of thought leaders as we collaborate to explore the intersection of innovation and human potential."

About Innosect

Based in Silicon Valley, Innosect is a global innovation enablement and analytics company that pioneered the use of social science to solve critical challenges for enterprise-level business initiatives. Today, the Innosect platform provides the tools necessary for businesses to form and implement new ideas that create lasting value. The Innosect team has helped over 200,000 people at companies worldwide successfully navigate award-winning innovation campaigns that have generated over \$400 million in value. More information on the company is available at www.innosect.com. Follow Innosect on Twitter @Innosect.

About Dave Kucera

Dave Kucera is the Chief Executive Officer at Innosect. He joined the company in 2015, bringing over 18 years experience in innovation, business development, and executive management to his new role. Previously, Kucera lead the U.S. Business Innovation group at BBVA Compass where he was responsible for identifying, developing, and executing new strategic partnerships and innovation projects within the financial technology industry. He has also held other executive roles at BBVA Compass and Wells Fargo. Kucera holds a B.A. in Mathematics from the University of Colorado, Boulder. He graduated with honors from the Graduate School of Banking, Colorado and has successfully completed corporate management programs at the University of Texas and the University of Navarra (Spain).

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