



## FOR IMMEDIATE RELEASE

# Luminoso Appoints Ying Chen as Chief Product Officer

*Experienced product leader will accelerate innovation and product development  
at Luminoso Technologies*

**Cambridge, MA—November 6, 2018**—Luminoso, the natural language company that automatically reads and analyzes open-ended feedback in minutes, today announced that Ying Chen has joined the company as Chief Product Officer. Chen will be leading product, design, and development to power the next generation of the company's software in support of its growth plans.

Chen brings her strong background in product management and technology to Luminoso from 20 years of experience in the B2B software industry. As the VP of Product, she has led Fortune 1000 organizations and VC-backed startups to deliver award-winning product solutions so they could grow in existing markets and pivot into new ones. Most recently she headed up global product marketing for platform technologies at Pegasystems, a provider of CRM and digital process automation. There, she led the go-to-market efforts for the firm's end-to-end automation platform, resulting in the launch of new capabilities such as Robotic Process Automation (RPA) and Intelligent Virtual Assistants. Chen holds a bachelor's of science degree from Carnegie Mellon University and a master's degree in business administration from Boston University.

"There's a lot of noise out there when it comes to natural language technologies, and enterprises are finding themselves left with expensive lab projects that go nowhere," said Chen. "I'm thrilled to join Luminoso where this technology, far from being science fiction, is delivering results for some of the world's most recognizable brands by guiding product launches, uncovering insights, and empowering intelligent automation."

"Luminoso's continued investment in product development has grown our portfolio into a family of products," said Adam Carte, CEO of Luminoso. "By adding Ying's decades of experience to our leadership team, we can further accelerate our efforts to deliver our award-winning natural language technology to companies seeking answers from untapped data."

Luminoso's *QuickLearn*™ technology analyzes unstructured text — such as open-ended survey responses, product reviews, and support tickets — without requiring massive amounts of data or an army of consultants. Within minutes, it identifies related concepts in the text, even picking up company-specific terminology and never-before-seen customer lingo from context, natively in 14 major languages. Business leaders using Luminoso's products get answers from otherwise untapped feedback, so they can bring to light critical issues or friction points in time to do something about them.

Please direct questions to [press@luminoso.com](mailto:press@luminoso.com) or 617-682-9056.

## **About Luminoso**

Luminoso Technologies is a leading artificial intelligence (AI) and natural language understanding (NLU) company that enables companies to rapidly discover value in their unstructured data. Luminoso's award-winning software applies AI to accurately analyze text-based data for any industry without lengthy setup time or training. Luminoso can analyze unstructured data natively in 14 languages, including Chinese, Korean, Japanese, and Arabic. Companies use the insights that Luminoso's solutions uncover to streamline their contact center processes, monitor brand perception, and optimize the customer experience. The company is privately held and headquartered in Cambridge, MA.

For more information, visit [www.luminoso.com](http://www.luminoso.com), and follow Luminoso on Twitter at @LuminosoInsight.