

DIGIBLE

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DIGIBLE WELCOMES DAVID LERCHBACHER AS CHIEF DATA OFFICER

Lerchbacher Brings 20 Years of Experience to Digital Agency

[September 30, 2019 | Denver, CO] Digital marketing agency Dignible, Inc. recently announced the hiring of David Lerchbacher, affectionately known as Lerch, as Chief Data Officer. Lerch joins Dignible with over 20 years of experience in data and consumer analytics, financial planning and analysis, and marketing strategy and attribution. He will oversee Dignible's data team, spearheading product innovation and providing overall agency support.

According to Lerchbacher, his mission is clear:

My goal is to use data and analytics to champion evidence-based decision-making, both for the agency and for our clients. This means leveraging the power of artificial intelligence and machine learning to further advance Dignible's marketing platform, Fiona, turning it into the premiere predictive product for the apartment marketing industry.

Previously the Principal and Founder of Insights Lab, Lerch has extensive experience in helping companies not only assess and analyze organizational data but use it to glean key insights that generate tangible results. He has seen tremendous success in using data analytics to drive innovation. Prior to founding Insights Lab, Lerch spent the bulk of his career as the Director of Consumer Insights, Marketing Strategy, and Operations at Sports Authority, then worked as the Director of Analytics and Market Research at The Denver Post.

Lerch was drawn to the experience and vision of the leadership team at Dignible, as well as the opportunity to propel the company to the forefront of ad-tech development.

Dignible's focus on analytics and technology has the agency well positioned to make great strides in the world of apartment marketing. I look forward to working with the

data team to improve Digible's operating efficiency and to continue the advancement of Fiona—a tool that has the capacity to completely transform the industry.

Reid Wicoff, CEO of Digible, views the hiring of Lerchbacher as an important step for the agency.

We are obviously thrilled to have someone of Lerch's caliber join Digible. His experience and success leading data science and engineering teams coupled with his dynamic vision and incredible character made him an easy choice to become our Chief Data Officer.

Digible is a Denver based agency providing a full spectrum of multi-platform digital marketing solutions for the apartment industry. With progressive research, cutting-edge technology and world-class customer service, Digible is designed to accelerate the world of multi-family marketing.

For more information, please contact Reid Wicoff at (720) 456-9644 or email hello@digible.com.