

**CaliberMind Appoints Bruce Bugbee as Vice President of Data Science**

Bugbee to Level Up Machine Learning Roadmap for B2B Data Platform Company

**DENVER, Colorado, January 18, 2022 –** CaliberMind, the leading B2B Data Platform for revenue insights you can trust, today announced the appointment of Bruce Bugbee as Vice President of Data Science. Bugbee will formalize the company’s machine learning strategy and heavily influence the product roadmap.

“Bruce's exceptional background in statistics, data science, and machine learning honed across academia, medical sciences, renewable energy, and technology will bring our product vision to a new level. While we pioneered a customer data-first approach to marketing analytics, Bruce brings a perspective that will be tremendously useful as we widen the scope of our analytics offerings,” said Eric Westerkamp, CEO of CaliberMind.

Bugbee joins CaliberMind after spending three years leading various data science efforts across Oracle's AdTech portfolio, including helming R&D efforts for audience targeting for post-acquisition companies BlueKai and Datalogix. He has helped develop products across a wide range of advertising channels, including direct mail, online targeting, branded partnerships, and contextual offerings.

In addition to Bugbee’s knack for developing impactful data products and strategies, he has a talent for emphasizing the human element behind data through storytelling. A nuanced understanding of insights that translates into action items is the ultimate goal and could save businesses wasted time and money by redirecting efforts to more productive channels.

“As CaliberMind has worked alongside data-driven marketing leaders, they have identified an inflection point in the B2B space. Marketers are finally embracing the data-driven approach that has been accepted as the gold standard for years,” said Bugbee. “Given the stage B2B companies are at in their data journey, it’s an exciting time to join a team with a novel approach to revenue insights.”

Bugbee joins CaliberMind after a record year of growth, which the company credits to its innovative approach to revenue attribution. Instead of analyzing data directly in a CRM, CaliberMind integrates with a company’s key data sources and unifies the information before applying a visualization layer.

**About CaliberMind**

The magic of CaliberMind is watching bits of information from a myriad of places fall into place. We believe that addressing your data issues before layering on analytics is essential for realizing revenue insights you can trust. For more information, visit [calibermind.com](https://www.calibermind.com) or follow us on [LinkedIn](https://www.linkedin.com/company/calibermind/mycompany/?viewAsMember=true).