Yahoo! veteran Chandra Pisupati joins Reach Analytics as Vice President of Engineering

Mountain View, CA - March 29, 2016 - Reach Analytics, in the B2C predictive space announced today that Yahoo! veteran Chandra Pisupati is joining the company as Vice President of Engineering to lead its Cloud application development.

"Bringing to this position more than 20 years of software development experience and nearly 15 years in development management, Chandra will play a key role in our growth. We are delighted to have him part of our team." says Bruno Delahaye, CEO of Reach Analytics.

Chandra most recently worked as Director of Cloud Engineering with Motorola Mobility, and prior to that spent 10 years at Yahoo! in various roles of increasing responsibility starting as Sr. Engineering Manager of Yahoo!'s small business e-commerce group where he led a cross-functional team to architect and build the next generation, multi-tenant e-commerce platform. He was promoted to Director of Engineering for the Apartment Display Advertising Platform and then again to the Content Personalization Platform where he assembled a small team of engineers and applied scientists that implemented a content acquisition and processing system along with an offline modeling and evaluation system that remains the foundation of Yahoo!'s front-page, stream-based, personalized content delivery today.

Chandra holds an M.S. /M.E. as well as a B.S. /M.Sc. Tech in Computer Science from Birla Institute of Technology & Science, India.

About Reach Analytics
Reach Analytics provides data enrichment and predictive solutions for B2C companies. Business users are able to accurately identify best prospects for acquisition marketing—in just minutes rather than weeks or months. Reach Analytics' proprietary software consistently produces reliable results which lead to profitable outcomes for its customers. Reach Analytics serves customers across all major industries enabling them to realize millions of ROI dollars through targeting, increasing sales rate, reducing risk and fraud. Reach Analytics, LLC is a privately held company headquartered in Redwood City, California. More information about Reach Analytics can be found at reachanalytics.com.