

Ex-DigitasLBI client partner Ed Tomalin appointed to launch Clearhead London office

Submitted by: Clearhead
Wednesday, 29 March 2017

MEDIA CONTACT:

Brandi Eppolito
Director of Marketing|Clearhead
Mobile: +1-985-320-5470
Email: brandi@clearhead.me

FOR IMMEDIATE RELEASE:

29 March, 2017

AUSTIN, Tex. (29 March, 2017): Clearhead, the digital optimization company, based in Austin, TX, today announced the launch of its London office along with the hiring of its Head of European Business, Ed Tomalin. The expansion allows Clearhead's team of experts in UX design & research, product management, data science, engineering and experimentation to meet increasing demand from the company's numerous global clients.

Clearhead (<http://clearhead.me/>), whose roster of clients includes adidas, Patagonia, Tesco and Ulta, began its work in Europe in 2015. After continued increasing demand and a high profile keynote on optimization at Opticon London in Nov. 2016, Clearhead's founder and CEO Matty Wishnow determined the timing was ideal for Clearhead to officially expand into the Europe.

"We have enjoyed supporting a number of great companies in Europe from our Austin offices for several years now. We've consistently seen an incredible appreciation for experimentation and a more scientific approach to design from our European clients. So, having tested the market and approach, we've decided it's time to bring on somebody who is based in London and who deeply understands the needs locally as well as our methodology at Clearhead," said Wishnow.

In his role as Head of European Business, Tomalin will lead strategic optimization and personalization engagements and business development efforts with Clearhead's European client base. Tomalin brings with him 15 years of digital agency experience, including his work at DigitasLBI, a global marketing and technology agency part of Publicis Groupe, and most recently as Client Partner at Head London, an award-winning digital agency.

Among his work with notable clients, Tomalin served as the EMEA Strategic Lead for the Global Customer Engagement Program for Xbox and has also contributed to the success of Mercedes-Benz, Sony and Virgin Atlantic.

"Clearhead is an incredible company whose success speaks for itself in the US market, as well as Europe. Basing their practice on a refreshing optimisation methodology that determines success on outcomes not outputs, Clearhead has an impressive history of helping companies to make a step change in their ability to build better products and services from the ground up." said Tomalin.

Clearhead (<http://clearhead.me/>) will be celebrating the launch of its first European location with an event in London on April 20, 2017. To learn more, please contact events@clearhead.me.

About Clearhead:

Clearhead, the leading digital optimization company, was founded in 2012 in Austin, Tex. by three former ecommerce executives. Recently named the third fastest growing company in Central Texas, Clearhead helps daring brands optimize business outcomes through continuous testing & personalization, data-driven redesigns and strategic consulting. Clients include adidas, Express, Patagonia, Tesco, Ulta and Vitamix. Learn more at www.clearhead.me.

###