

London-based MeasureMatch announces new strategic hire to support business growth in 2019

Submitted by: The Lenny Agency

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London based, on-demand professional services platform startup MeasureMatch (<https://web.measurematch.com/>) has welcomed Jeff McGeachie as Chief Legal Officer to its growing team. Jeff will also join the MeasureMatch Board of Directors and will be instrumental in driving forward the company's next stage of strategic growth.

After bolstering its platform development and client service teams in 2018, Jeff is the first of a series of new MeasureMatch team members planned for 2019. Jeff's extensive 20+ year legal services track record, much of it supporting technology startups in London and across Europe, is set to strengthen the foundations of the company's cutting edge on-demand business systems and analytics services proposition and help cement future opportunities as MeasureMatch sets ambitious team growth, product development and revenue targets.

Jeff comments: "Having known James for nearly 10 years, he has both the vision and the experience to turn a great idea into a world beating business, making this opportunity to work with him and the MeasureMatch team simply too good to turn down. I look forward advising them at such a pivotal stage in the platform's development and seeing our goals realised this year."

Founder of Spencer Legal Solicitors, a commercial law firm in London with a core focus on technology startups and SMEs, Jeff has previously held a number of partner roles at practices throughout London, building a significant bank of experience within UK and European law.

End-to-end, from demand and supply onboarding to communications, contract management, payment processing and ratings, the award-winning MeasureMatch platform enables businesses to seamlessly find and contract independent software systems, data management and analytics professional service providers worldwide to get important marketing, commerce and customer experience project work done faster than ever. A business fuelled by passion and a drive to deliver the next generation of highly skilled, flexible workers, the MeasureMatch expert network now has over 2,000 consultants and consultancies from over 60 countries subscribed to provide services on-demand.

James adds: "Now is the right time to bring Jeff and his deeply valuable skillset to the MeasureMatch business. With the platform growing in line with our objectives and our plans to launch a spate of new innovations, we're ready for Jeff to help us execute the next phase of our very exciting journey."

-ENDS-

About MeasureMatch

Founded in May 2016 and based in East London, MeasureMatch is an award-winning on-demand services marketplace providing direct access to a global workforce of independent software systems and analytics service providers. Customers are mid-market and enterprise organisations and their agency, consultancy and technology vendor partners.

MeasureMatch is backed by private investors from Google, Oracle, WPP, Dentsu Aegis Network, Havas Media, Omnicom Media Group, Coca-Cola and more.

Awards

I-COM 2018 - Data Start Up Challenge winner

DMEXCO & Unilever Foundry Start up Hatch 2018

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