

## **1010data Appoints Michael Havens to Vice President of Business Development for Consumer Packaged Goods**

*Consumer Packaged Goods Executive with Nearly Twenty Years Experience Will Help Company Drive Growth in the Industry*

NEW YORK (October 4, 2011) – 1010data, Inc., the leading cloud-based Big Data analytics platform, today announced the appointment of Michael Havens to Vice President of Business Development for Consumer Packaged Goods. In his role, Havens will be responsible for driving growth in the consumer packaged goods markets as more companies look for innovative solutions to analyze their big data. Haven's hire will help expand 1010data's focus in the consumer packaged goods market and builds upon the success the company has already achieved in the space with clients such as SC Johnson.

Havens has a diverse background, working in almost every facet of the consumer packaged goods industry. Between his experience with Havens Associates, Kenosia/DataAlchemy, Playtex Products, Meridian Consulting Group and Information Resources, he has worked with over 100 different manufacturers, brokers, and retailers.

“The landscape of consumer goods is more complex than ever, and data has evolved from being a useful summary of past performance to critical intelligence necessary for real-time, daily business decisions,” said Michael Havens, vice president of business development for consumer packaged goods of 1010data. “With unprecedented access to volumes of data, companies need real-time analytical solutions in order to gain a competitive edge and 1010data's unique cloud-based approach will allow companies to make smarter business decisions based on their data.”

“There is a tremendous opportunity in the consumer packaged goods market for 1010data to provide the analytical tools necessary to help companies harness the true value of their data, by being able to analyze massive big data sets in real-time,” said Greg Munves, executive vice president of 1010data. “Michael's passion for and experience in the consumer packaged goods market will help better position the company to take advantage of this opportunity and continue to expand our impressive client roster in this space.”

Havens holds an EMBA from Columbia University and a BS from Clarkson University.

### About 1010data

1010data is the first interactive cloud-based platform for Big Data analytics, helping customers in financial services, retail, consumer packaged goods, telecommunications and other industries manage, manipulate and monetize trillions of business data records every day. With 1010data's on-line service, customers quickly gain incomparable insights from any amount of raw data without the need for hardware or software investments, as well as complex, time consuming data design, integration, or transformation steps commonly associated with other big data and analytical products.

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