

Paul O'Donnell Joins 360insights as Chief Revenue Officer

Channel marketing insights company expands leadership team with new CRO

WHITBY, ONTARIO, CANADA, May 3, 2016

/EINPresswire.com/ -- Paul O'Donnell has joined [360insights](#), which recently launched its Channel Success Platform for predictive analytics, as its new Chief Revenue Officer. O'Donnell is an experienced software executive bringing many years of experience to his new role with the growing company. As CRO, he will provide strategic guidance for the growing company in order to align all revenue-related functions, including marketing, sales, customer support, pricing, and revenue management.

Prior to joining 360insights, O'Donnell held several executive level roles with renowned software companies such as Intellex, SilkRoad Technologies, OpenText and many others over the past 30-plus years. He brings proven operational management success in growing software and services companies to 360insights. O'Donnell's expertise in leading teams through a collaborative management style, as well as a deep focus on revenue drivers will help 360insights achieve success as the company continues to grow.

"With our recent business model shift, we've been experiencing tremendous growth very swiftly," said Jason Atkins, founder and CEO of 360insights. "Paul's expertise and understanding will align well with that of our executive team. His approach will augment our ability to help our clients make data-driven, predictable business and marketing decisions."

360insights, previously known as 360incentives, has grown its business model from a cloud-based incentives platform to include its new channel insights platform and analytics engine. The move also included a company rebrand and name change.

About 360insights

360insights has proven its leadership by introducing and improving the first-to-market, cloud-based channel success platform to the incentives space since it was founded in 2008. The company offers an integrated incentives platform to run all incentive programs that empowers brands to create, measure and manage their incentives programs as well as an insights platform that makes it easier for clients to make data-driven, predictive business decisions. The Canadian company serves over 75



of the world's top brands and has expanded to have operations around the USA and in London, UK.

-30-

For more information and resources on 360insights.com, please see:

<http://www.360insights.com/newsroom/>

Jason King
360insights
888.665.4927
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.