

DigitalMR Announces First Full-time Chief Technology Officer (CTO)

LONDON, ENGLAND, UNITED KINGDOM, July 20, 2016 /EINPresswire.com/ -- DigitalMR, an early stage high tech company in the space of market research and customer insights, has recently appointed its first full-time Chief Technology Officer: Dr. Maksim Sipos.

Maksim holds a Bachelor's degree from Ithaca College in Physics and Mathematics and a Ph.D. degree in Theoretical Physics from the University of Illinois. During his academic studies he published 6 peer-reviewed papers with more than 100 citations combined. After graduation he worked at a quantitative hedge fund in Wall Street, where he developed an A.I. based system for trading equities. Following that, he worked as a software engineering and architecture consultant. As part of his involvement with the global consultancy TopTal, he has done projects with a number of Silicon Valley startups, interviewing 150+ software developers and data scientists. He brings expertise in software architecture, big data and agile project management.



Dr. Maksim Sipos - DigitalMR CTO

Maksim is joining the DigitalMR team in London to take responsibility for the adaptation, evolution, and technical delivery of the current products – [listening247](#) (social listening) and [communities247](#) (online communities), as 'do it yourself' software as a service (DIY SaaS). He will also lead the work on DigitalMR's research and development efforts in online communities and applying machine learning to social listening and social analytics.

Michalis Michael, DigitalMR CEO, said: "I am thrilled that Max has chosen to join DigitalMR with all the choices out there for smart people with machine learning and SaaS development experience. Already in his first week he started implementing what he calls: "the Silicon Valley way" in software engineering."

On his recent appointment as DigitalMR CTO, Dr. Maksim Sipos, said: "I am very excited to become a

part of DigitalMR. DigitalMR has amazing cutting edge R&D as evidenced by numerous grant awards. This technology is already put to good use through an extensive network of clients and partners. My intention is to grow the communities247 and listening247 platforms and further expand our R&D through recruitment of world-class talent."

About DigitalMR

[DigitalMR is](#) a tech company with a deep understanding and focus on market research. The main areas of our research are: text analytics - NLP, sentiment & semantic analysis, emotion detection and scoring, automated image theme and sentiment analysis. We work with blue-chip multinationals such as P&G, SABMiller, DIAGEO, Vodafone, Saxo Bank, YPO, Nielsen, TNS, and many more. We are already disrupting a 60 Billion US\$ industry. In recent years DigitalMR has won several grants from the UK government and the EU to conduct R&D.

Michalis Michael
DigitalMR
02031766800
email us here

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