



## Press Release

**Zurich, April 5<sup>th</sup>, 2016**

### **Matt Park joins dacadoo americas, Inc. as VP Sales for North America**

**Zurich, Switzerland – The digital health engagement software company dacadoo announced today that Matt Park has joined dacadoo americas, Inc. as Vice President Sales for North America, based out of Boston.**

dacadoo, a leader in digital health solutions, develops and operates its online and mobile dacadoo health engagement platform that enables individuals, groups and entire companies to track and improve their health and well-being in an easy and fun way. The dacadoo platform employs motivation techniques from online games, social features and personalized feedback to engage participants and promote a more active and healthy lifestyle.

Mr. Park has a long and successful track record selling Software-as-a-Service (SaaS) solutions to clients in the USA and Europe. Being fluent in English, German and French, he acquired significant international business experience, having worked in the USA, Germany, France and the UK. He held senior sales executive positions in companies such as Qvidian, SuccessFactors (acquired by SAP), Jobs2Web (acquired by SuccessFactors), and Softscape (acquired by SumTotal). Mr. Park has successfully led start-up companies through fast growth and successful exits. He holds an MBA in International Management from Thunderbird School of Management.

“I am delighted to have Matt Park on board to lead the sales initiatives in the important North American market. With his energy and drive, as well as his extensive sales experience in our target segments, I am convinced that we will progress rapidly.” commented Peter Ohnemus, President and CEO of dacadoo.



## **About dacadoo**

The dacadoo mobile health engagement solution enables individuals to track, manage and benchmark their health in an easy and fun way on their smartphones. dacadoo calculates a personal Health Score, a scientifically calculated number from 1 (low) to 1,000 (high). The score works as an indicator and moves up or down in real-time, depending on how body values, emotional wellbeing and lifestyle (exercise, nutrition, stress and sleep) change. To remain active, motivation techniques from behavioral science and online games, social features and personalized feedback are applied. The award-winning company is working with strategic partners from key industries (such as insurers and Fortune 1000 companies) to bring the patented Health Score solution to the global health and well-being market.

Press contact:

Manuel Heuer, [manuel.heuer@dacadoo.com](mailto:manuel.heuer@dacadoo.com)

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