



Sentiance expands its management team with Tom Vandendooren as Chief Business Development Officer

ANTWERP, LONDON March 25, 2016 – Sentiance expands its management team with Tom Vandendooren as Chief Business Development Officer

To strengthen the executive team and develop several aspects of Sentiance’s business model, Sentiance has appointed Tom Vandendooren as Chief Business Development Officer, who will take up his duties this month. Prior to joining Sentiance, Tom was with Microsoft Europe, directing the commercial strategy for various consumer business groups.

Sentiance, driving innovation in Ambient Intelligence through its sensor fusion platform, has been rapidly expanding its team in recent months following a [\\$5.2 million financing round led by the Samsung Catalyst Fund](#) last November. The company currently employs over 20 data-scientists and data-engineers.

“We are very proud of the progress the company made the last months in the quality of our international client base and the development of the platform. In this phase of growth Tom will direct the company’s international go-to-market strategy and international expansion,” says Toon Vanparys, CEO of Sentiance. “With a mix of corporate, startup and international experience in IT and a variety of industries, he brings on board proven strengths in brand and proposition development, marketing and channel strategy, and overall business leadership. I’m very excited about Tom joining our team.”

By joining Sentiance, Tom rekindles his passion for creating new and innovative customer-first propositions and for building high-growth, commercial strategies while leveraging digital technologies and solutions. “Context will be key in delivering value-adding and personalized digital experiences in our increasingly mobile-first and cloud-first world. Sentiance is very well positioned to become a thought and solution leader in contextual intelligence, and I’m thrilled to be a part of this success story,” said Tom.

About Sentiance

Sentiance unlocks the unique power of sensor data from smart devices and wearables. The company offers real-time Ambient Intelligence automated through a proprietary sensor fusion platform to enterprises, DMPs, SMEs and mobile app developers. The platform enables client-companies to build behavioral profiles of connected users that are enriched with personalized, predictive and context-aware services.

Headquartered in Antwerp, Belgium, Sentiance-clients today are situated in the mobility, insurance, loyalty, advertising and telco industries. Client Success Hubs are being set up in the UK and Germany, and will be further expanded into Asia and the U.S. later this year.

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ABOUT SENTIANCE

from mobile data to smart life

Sentiance makes smart devices intelligent, and unlocks the unique power of sensor data from smartphones and wearables to create increased mobile engagement. Context aware personalisation and behavioral profiling, powered by Sentiance, boost the mobile experience, increase client conversion and improve client retention.

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