



## Belgian startup Sentiance hires former OgilvyOne NY president and opens office in NYC

**ANTWERP (BELGIUM) October 3, 2016** – Belgian sensor profiling startup Sentiance announced today that they hired Dimitri Maex as their global president and chief revenue officer. Maex, former president of OgilvyOne NY, will open the Sentiance NY office as the company is expanding into the US market following the recent \$5.2m investment round lead by the Samsung Catalyst Fund.

Sentiance provides an Artificial Intelligence Platform that analyzes IOT sensor data to create a deep understanding of human behavior and context. Its clients use Sentiance's predictive behavioral profiles to build new and personalized products and services in domains such as health, mobility, smart living and commerce.

“We believe that the future of the Internet of Things is the Internet of You. Smart objects that surround you should learn your behavior and even predict it. They should understand your context so they can become intelligent and adapt to how you behave in your environment in real time.”, Sentiance CEO Toon Vanparys said. “Sentiance provides this intelligence through its proprietary platform. We are growing rapidly as some of the worlds biggest companies are adopting our technology. This is why it is crucial for us to build out our US presence. I’m very excited about our prospects in the US now Dimitri has joined us. I couldn’t think of anyone better suited to make Sentiance successful there.”

Maex will have global responsibilities as president and CRO but his initial focus will be on the US market. He announced his departure from Ogilvy a few weeks ago after having been with the company for 17 years. He ran OgilvyOne’s flagship NY office before he decided to leave for this new venture. “I am thrilled to join the Sentiance team.”, he said. “Leaving Ogilvy after 17 years wasn’t easy but I have been a huge fan of the Sentiance platform ever since Toon gave me a demo almost a year ago. Then, when I met the data science and engineering teams in Belgium, I was blown away by their level of sophistication. That, as well as the caliber of Sentiance’s early adopter clients, was what ultimately made me decide to join.”

Sentiance currently employs 35 people, with 28 in data engineering. Headquartered in Antwerp the company is now opening its 3rd office in NY after establishing London earlier this year. Other offices are planned in Beijing, Hong Kong and Singapore.

## **About Sentiance**

Sentiance is a data science company that uses artificial intelligence and machine learning algorithms to analyze IOT sensor data. Its platform thereby creates a deep understanding of human behavior and context. Sentiance’s clients use the platform to create new products and services that turn the Internet of Things into the Internet of You.

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