Pureprofile launches product innovation team to develop data technology solutions powered by AI

Newly promoted Chief Product Officer, Niamh Fitzpatrick, to lead the charge

SYDNEY, 27 November 2024: Global data and insights company Pureprofile Limited (ASX: PPL) has launched a new product innovation team that will focus on developing a pipeline of data technology solutions, many of which are powered by AI. The investment reflects the increasing focus within the research industry on harnessing AI to optimise efficiency, drive innovation, and unlock new possibilities for enhancing data-driven decision-making.

Based at Pureprofile's Sydney headquarters, the new team will comprise engineers, product managers and product marketing specialists with several new roles expected to be added in 2025 to meet client demand. The team will be led by newly appointed Chief Product Officer, Niamh Fitzpatrick who joined the business from Facebook in 2020.

Fitzpatrick's initial mandate focuses on developing a suite of AI-driven tools and innovative video survey capabilities, which will expand Pureprofile's offerings in the next few weeks. In early 2025, Pureprofile will continue to roll out additional products, including some first-in-market solutions.

Sugumar Supramaniam has also been promoted to Product Director. Supramaniam has been with Pureprofile for four years in the role of Senior Product Manager and will be responsible for the development and execution of Pureprofile's product portfolio and delivery of new offerings.

Pureprofile CEO Martin Filz said: "Over the past four years, we've steadily transformed into a technology-focused business, shifting our client offering from managed services to platform-based solutions and from a survey business to a data-driven business. New product development is now critical as we roll out automated client solutions and integrate AI tools into our roadmap."

"We're fortunate to have a product leader of Niamh's calibre leading our new team, and we're thrilled to appoint her as Chief Product Officer. Supported by increased investment, Niamh and her team will be central to driving our future growth."

Fitzpatrick brings a wealth of international industry experience to the Chief Product Officer role, having held leadership positions at Facebook, Fairfax Digital, and Rabobank. At Facebook, she served as Head of Asia Pacific Partner Management, where she led technology and creative partnerships, crafted strategic initiatives, and drove new business growth across the region.

At Fairfax Digital, Fitzpatrick was responsible for product strategy and delivery for The Stayz Group, rentahome.com.au, and takeabreak.com.au. During her eight years there, she also served as Technology Director and Development Manager for the media division.

Pureprofile CPO Niamh Fitzpatrick said: "Data and insights are essential for informed corporate decision-making, and technology is increasingly crucial in helping businesses understand their consumers. With AI and new technologies unlocking innovative ways to uncover and communicate data, we have an incredibly exciting development program ahead."

“I’m thrilled to step into this new leadership role and to support Pureprofile in my expanded capacity as we continue our global growth journey.”

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About Pureprofile
Pureprofile’s vision is to deliver more value from the world’s information.

We are a global data and insights organisation providing industry-leading online research solutions to agencies, marketers, researchers and brands & businesses.

Our research delivers rich insights into real human behaviour and provides the “Why” behind the “What” through our unique ResTech and SaaS solutions. We build in-depth profiles of consumers via our proprietary and partner panels and give businesses the ability to understand, target, and ultimately engage with their audiences.

The Company, founded in 2000 and based in Surry Hills, Australia, now operates in North America, Europe and APAC and has delivered solutions for over 850 clients.

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