



## **SeeDepth Appoints New CEO**

*PR Analytics Startup Focuses on Next Level of Growth*

**BOSTON, August 1, 2017** – SeeDepth, a PR analytics platform to measure the value and effectiveness of PR campaigns, today announced that Russell Mix has been appointed CEO, effective immediately. Mr. Mix will lead the company's next phase of growth as it continues to empower brand communications teams and PR agencies to understand, measure, and benchmark PR campaign ROI - in an easy-to-use, automated SaaS platform.

Mix replaces Christine Perkett, who is the Company's Founder and Chairman of The Board. Russell is an experienced software CEO, CFO and attorney who has led numerous start-ups to successful exits. He founded The Mix Group, focused on the evaluation, acquisition or formation, and launch of new for profit and non-profit ventures, as well as providing strategic advice to ultra-high net worth individuals on their personal, business, financial structures, and portfolio diversification. As a former CEO of various start-ups within technology, gaming and software development and publishing, he holds substantial expertise in business strategy, law, finance, operations, funding, software development, revenue diversification and growth, as well as new product and business launches.

"As we continued to grow and diversify our offerings to customers, the time was right to bring aboard an experienced leader of Russell's caliber to amplify our efforts and take SeeDepth to the next stage of growth," said Christine Perkett, Founder and Chairman of the Board. "Brands are still evolving their understanding and demand for valid measurements of success, and Russell will lead our strategic shift to additional distribution channels, as we continue to disrupt the space with deeper insights and analytics for brand communications teams and PR agencies."

Russell is a 37-year veteran of business and technology. He studied Political Science and Economics at Tufts University, holds a B.S. in Business and Finance from the University of Nevada, Reno as well as a Juris Doctorate from

the University of the Pacific - McGeorge School of Law.

**About SeeDepth**

SeeDepth is a PR analytics platform to measure the value and effectiveness of PR campaigns. The software benchmarks campaign success based on both quantity and quality of results, via a proprietary algorithm and Campaign Performance Index score. Brand communications teams and PR agencies use SeeDepth's deeper insights to identify what's working and pivot from what isn't. With SeeDepth, PR executives can focus on the most important part of their job – getting results.

Visit us to learn more: [www.seedepth.com](http://www.seedepth.com)

Twitter: [@seedepthinc](https://twitter.com/seedepthinc)

**Media Contact:**

Susan Sweeney

[ssweeney@seedepth.com](mailto:ssweeney@seedepth.com)

1-857-400-0822