



(PRLEAP.COM) **February 5, 2014, Amsterdam:** CustomerGauge, the leading cloud-based enterprise customer feedback platform, today announced Fred van der Werff as Vice President, Sales. In the newly created role, Fred is tasked with accelerating sales and building a team to bring the CustomerGauge solution to B2B and B2C enterprises across EMEA.

Previously the Vice President of Sales for leading web analytics platform comScore, Fred has 22 years experience in sales in the SaaS, telecommunications, and ICT industries, including management roles at Dutch telco KPN. At comScore, he led a sales team of 35 across the UK, France, Belgium, and the Netherlands. Prior to that, he served as Commercial Director and VP of Sales at web analytics business Nedstat, which was acquired by comScore, and most recently ran his own business, providing Executive Coaching and Sales Management consultancy to Dutch technology businesses.

"What attracted me to CustomerGauge is that I see strong parallels with comScore – a small company with great promise that has grown and developed an impressive international client base, and is now poised for a period of accelerated growth," said van der Werff. "I'm excited about two things in particular – the potential of the CustomerGauge platform to put customer loyalty and organic growth at the centre of its clients' growth strategies, and an exciting product pipeline that will enable businesses to get the whole program up and running potentially within minutes."

"With an impeccable professional background in SaaS and technology sales, Fred brings a level of expertise and passion to the role that puts CustomerGauge in an excellent position to take us to the next level in our development as a business," said Adam Dorrell, CEO, CustomerGauge. "Following a stream of new clients in key markets in Europe and the US over the past six months, Fred and his new team will really help us accelerate our already strong growth into 2014."

The announcement follows the appointment of Mark Dunlap as Director of Sales, North America, in 2013, which has already resulted in the addition of clients including H&R Block, Wolters Kluwer, Black Duck Software, Live Out There, and more. CustomerGauge now has over 100 customers worldwide, including brand names like Tommy Hilfiger, Electrolux and

Canon. It sends over one million emails a month on behalf of its customers, across 140 countries and 32 languages.

About CustomerGauge CustomerGauge is a Software-as-a-Service (SaaS) platform that uses Net Promoter to measure and report on customer feedback in real time. Because CustomerGauge already has all the pieces in place – end-to-end and fully integrated – a program can be up and running much faster than comparable in-house programs. For more information, go to www.customergauge.com.