Sally Costerton joins Commetric as Chairman

Monday 9 September, 2019

London, United Kingdom – 09 September 2019 – Leading reputation analytics firm Commetric has appointed technology communications veteran Sally Costerton as Non-Executive Chair.

Costerton joins the Board as the firm claims growing demand for its brand of media analytics, combining machine learning with human insight and personal service.

Working alongside a board of directors led by CEO Magnus Hakansson, Costerton says she expects Commetric to exploit its machine learning technology even more to deliver innovative analytics products which will help customers drive business growth.

She said: “Reputation analytics has traditionally depended heavily on manual processing of data. Commetric’s new Cogent platform uses machine learning to help deliver actionable insights faster with better quality while maintaining a high level of customer service.”

Magnus Hakansson added: “We are excited about Sally joining our growing business. Her experience as a successful leader in the communications industry and her deep understanding of technology is a compelling combination to help us drive Commetric forward.”

Sally Costerton has been a senior communications practitioner for the past 25 years. She currently advises the Internet Corporation for Assigned Names and Numbers (ICANN) - the global not-for-profit organisation that coordinates the technical identifiers that support the internet’s Domain Name System. She was previously CEO of H+K Strategies EMEA, overseeing a $100 million business with 1,000 staff in over thirty countries and before that led the firm’s Technology practice. She is an experienced Chairman and non-executive Director and has been a Board Director of the PRCA (the UK’s Public Relations trade body) for over ten years including a term as Chairman.

Commetric provides media analytics solutions that help organisations analyse conversations and content in social and conventional media. The firm’s Cogent platform combines machine learning technology with the knowledge of experienced, multi-lingual analysts to provide deeper and more relevant insights, allowing organisations to plan, manage and measure their marketing communications and corporate reputation better. Commetric has won numerous communications industry awards and is a leading AMEC member.

About Commetric (www.commetric.com)

Commetric provides advanced media analytics solutions that help organisations manage and measure their corporate reputation.

Commetric combines AI and expert human insight to enable clients across industry sectors realise the full potential of their media research investments.

Commetric was founded in 2005 and has sales and service operations in the UK, USA, Middle East and Asia, and an analytics and R&D office in Bulgaria. Commetric’s award-winning solutions are used throughout the world and across industry sectors.

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