

## **PROWLER.io Appoints Gary Brotman as Vice President of Product & Marketing**

PROWLER.io, a leader in artificial intelligence-powered decision-making, is pleased to announce the appointment of Gary Brotman as Vice President of Product & Marketing. In this new role, Gary will be responsible for the commercialisation and scaling of PROWLER.io's AI decision-making technology for business.

Gary will lead PROWLER.io's Product Management, Product Design and Marketing teams as a unified organisation responsible for definition, design, and demand generation for PROWLER.io's research-driven decision-making products and services globally.

Gary joins PROWLER.io from Qualcomm Technologies, where he was Head of AI Strategy & Product Planning. With over two decades of experience scaling start-ups and evangelising product and service lines for Fortune 500 companies, he brings deep expertise in achieving commercial success for leading-edge technologies.

At Qualcomm, Gary was responsible for product strategy, driving new hardware architectures and software frameworks for accelerating on-device AI processing across the company's multi-billion-dollar line of semiconductors. He previously held senior product marketing positions at companies including Topspin Media, Yahoo! Music, and MusicMatch. He has also developed global communications and product-launch strategies for companies including Amazon.com, Forrester Research, Creative Labs, and Texas Instruments.

**Vishal Chatrath, CEO of PROWLER.io**, said: *"Gary is a fantastic addition to the PROWLER.io team, and brings the practical and proven product skills that will fuel the next stage of our growth. His appointment reinforces our proven ability to attract world-leading talent. We now have over 116 employees from 27 countries and will continue to deepen our commercial expertise."*

**Gary Brotman** said: *"PROWLER.io is a truly unique company in the AI and machine learning domain and it's a privilege to be part of such a dynamic and talented team. PROWLER.io is focused squarely on delivering bottom-line results for enterprises by helping them make better AI-powered decisions with less data. I'm extremely excited to help transform our leading machine learning research into powerful commercial decision-making products and services."*

According to a 2019 report by MMC Ventures, the UK is home to double the number of AI start-ups of any other European country, and one-third of Europe's total.