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ConversionPoint Technologies Appoints Former Yahoo! Ad Tech Specialist, Tom Furukawa, as Chief Product Officer

[ConversionPoint Technologies](#), a leading e-Commerce technology group, has appointed [Tom Furukawa](#) as its new chief product officer. Furukawa will be responsible for directing ConversionPoint's product roadmap, overseeing new product development and current product enhancements.

From startups and IPOs to major global enterprises, over the last 15 years Furukawa has been responsible for defining and building products for some of the world most successful companies, including Yahoo!, IBM, The Rubicon Project, and The Enthusiast Network.

He brings to ConversionPoint extensive experience in development and product management within advertising and digital media, and has been on the front lines of major changes in the ad industry. Furukawa has refined the craft of creating products that bring automation and a streamlined approach to today's fast-growing programmatic ad marketplace.

Furukawa previously led the product technology and marketing teams at Ad Exchange Group, an award-winning global leader in performance-based advertising. He was responsible for designing and building Ad Exchange's next-generation of performance marketing technologies.

"We're excited to welcome Tom to the ConversionPoint team," said company CEO, Robert Tallack. "He is a dynamic and experienced leader who takes a hands-on, forward-looking approach to producing results. The world of e-Commerce continues to rapidly evolve. So, Tom's product management experience and his deep understanding of market trends and new technologies will help drive innovation and ensure that our products and services will continue to deliver unmatched value for our customers."

Furukawa helped rebuild Yahoo!'s ad management stack to fit new programmatic ad buying, and was instrumental in the launch of the Rubicon Project in Japan, the world's second largest digital ad market. He was also CEO and co-founder of Enstigo, a do-it-yourself video advertising creation, measurement and collaboration platform. His international experience, entrepreneurial success and accomplishments with digital advertising technologies are expected to play a critical role as ConversionPoint expands its eCommerce capabilities.

"I'm excited to join ConversionPoint at this pivotal stage and grateful for the opportunity to contribute to the advancement of its already robust AI and e-Commerce technologies," commented Furukawa. "A fantastic development team is now in place to take the company to the next level of growth and market expansion and establish ConversionPoint

as the clear market leader in the eComTech space.”

About ConversionPoint Technologies

[ConversionPoint Technologies, Inc.](#) is a group of e-Commerce technology companies changing how brands, advertisers and agencies connect with, acquire and retain customers. Powered by AI-enabled media optimization, CRM, and robust post-purchase platforms that automate product delivery and remarketing, the ConversionPoint companies offer proprietary technologies to increase conversions, lifetime customer value, and return on ad spend. Solutions are available for selling direct (.com), via online retailers and Amazon. Connect on [Twitter](#), [LinkedIn](#) or [ConversionPoint.com](#)

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