



## Luca Pagano appointed CEO of BeMyEye Group.

Milan, 5 June 2015. **BeMyEye**, leader in the innovative sector of market research through mobile crowdsourcing, today announces the appointment of **Luca Pagano** as CEO of the Group.

Luca Pagano has over **fifteen-years experience in the mobile world** with various leadership positions at international level: Region Managing Director UK & International at Buongiorno, VP EMEA at Electronic Arts Mobile and, more recently, CEO of Glamoo, one of the leaders in mobile couponing acquired by Seat Pagine Gialle in 2014.

"BeMyEye" declares Luca Pagano "is a striking example of **innovation brought by new generation platforms that can solve real problems in ways that were unthinkable only a few years ago** and, thus, can potentially disrupt an important industry like the Market Research.

It's a brilliant idea with a huge growth potential that has already proven it can generate significant business volumes and revenues.

The short-term goal is to leverage our leadership in the Italian market and accelerate our expansion efforts to become the European leader.

We will soon have one of the largest mobile workforces in the Continent."

BeMyEye, founded and chaired by **Gian Luca Petrelli**, is backed by some of the main Venture Capitals operating in Italy (**360 Capital Partners**, **RedSeed Ventures** and **Capital B!**).

The company leverages on a **widespread network of more than 70,000 on demand workers** that can perform audits, mystery shopping, interviews and collect sales leads on thousands of locations, in few days, zeroing travel expenses.

BeMyEye's workers are **private individuals using a free app** that rewards them in cash for doing, on a voluntary basis, micro-jobs in the shops around them.

Thanks to the leadership in product and business brought by **Gian Luca Petrelli** and **Luca Antonietti**, BeMyEye, in 24 months, has grown from being a start-up to a company with an established business, 30 employees and 3 subsidiaries in Germany, France and UK.

BeMyEye is today proud to serve a portfolio of more than 100 customers including major brands of **Consumer Packaged Goods** companies (e.g. Henkel, Coca-Cola, Barilla, Heineken, Nestlè, Perfetti-Van Melle, Colgate-Palmolive, Kimberly-Clark), **Modern Trade Retailers** (e.g. Auchan, Conad, Coop, Finiper) **Telephony** (e.g. Telecom Italia, Vodafone, H3g, Fastweb), and **Consumer Electronics** (e.g. Nespresso, Sony, HP, Samsung, Lenovo) that use the biggest Italian field force to measure and optimize their presence in supermarkets, traditional shops, bars, pharmacies, gas stations and much more.