



ABOUT CROWDBABBLE

Crowdbabble is a social media analytics company that helps marketers tie social media activities to business outcomes by eliminating complexities and reducing the time required for analysis.

Customers leverage the Crowdbabble SaaS platform to measure, benchmark and optimize their social media performance.

Based out of Toronto at the Ryerson Futures Technology Accelerator in the DMZ, Crowdbabble has 9 employees with users in 450 cities around the world. Some top subscribers include Reebok, Covergirl, The Guardian, and digital advertising agencies 4am Saatchi & Saatchi, Havas and Mirum.

LEADERSHIP

Abbas Alidina - Founder & Chief Executive Officer

Abbas is an engineering graduate from the University of Waterloo. Before Crowdbabble, Abbas worked at Deloitte, founded a digital marketing firm and taught several classes on social media engagement. Abbas is primarily responsible for Crowdbabble's overall vision and product direction, ensuring that Crowdbabble delights customers by keeping things simple.

Andrew Grubb - Chief Strategy Officer

Andrew is the Chief Strategy Officer of Crowdbabble. Originally a graduate from Carleton University and The Richard Ivey's School of Business at Western University, Andrew had a diverse career ranging from the banking sector to food services. As the CSO, Andrew is responsible for identifying target markets and positioning Crowdbabble for success. He takes a keen focus on understanding the behaviour of Crowdbabble's customers and competitors.

facebook.com/CrowdBabble

twitter.com/teamcrowdbabble

crowdbabble.com

crowdbabble.com/blog

press@crowdbabble.com

1-888-296-5733

