

FOR IMMEDIATE RELEASE  
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### **DATALINE Announces the Hiring of Joe Godfrey**

Princeton, NJ – DATALINE, a leading compiler of consumer information and modeling services, announces that Joe Godfrey has joined DATALINE as Vice President of Analytics.

“As DATALINE continues to grow and expand its analytical services, it is critical that we have executives who have a complete understanding of database technology, analytics, and statistical modeling. With over 15 years of experience in large database systems, spatial analytics, and survey research, Joe brings a wealth of knowledge to the Dataline team and its clients.”

Joe resides in Virginia and comes to DATALINE from the WinSet Group LLC, where he was a partner specializing in data analytics. As partner in the WinSet Group, Joe worked with a wide range of companies in the information industry. Additionally his work at the WinSet Group included public policy analysis for the USDA, NARA, and NASA. Joe holds a PhD in High Energy Physics from Notre Dame and a BS in Mathematics from the University of Chicago. In addition to his many accomplishments, Joe also teaches Industrial Systems Engineering at Virginia Tech.

“Joe has worked with some of the largest direct marketers in our business,” says Lorrie Latzen, Senior Vice President. “His in-depth knowledge of data mining, analytics and statistical modeling provides valuable insight for building successful models.”

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“I am thrilled to be part of the DATALINE team,” said Godfrey. “Matching statistical analytics and custom modeling with one of the richest consumer database on the market is a tremendous opportunity. I am looking forward to working with Dataline as it continues to grow.”

DATALINE, Inc. founded in 2000 by Paul Sobel, is an innovative compiler of consumer information. DATALINE’S products and services include: targeted mailing lists, sales leads, data enhancement and custom modeling.

For further information please contact Sharon McClellan at (609) 452-6014 x104, email us at [smcclellan@datalinedata.com](mailto:smcclellan@datalinedata.com), or visit our website at [datalinedata.com](http://datalinedata.com).

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