

## Company Overview

Wylei, a pioneer in AI (artificial intelligence) cloud-based machine learning and marketing automation, enables the creation and delivery of real-time, personalized content to engage 40 percent more buyers per marketing campaign. Wylei's AI technology drives true personalization efficiently eliminating the need for A/B testing. Working with high profile consumer and technology brands, the patented Wylei Predictive Content™ platform automatically delivers real-time digital content that is assembled and displayed based on context, user behavior and preferences. Working across channels including email, video, Facebook and the web, the Wylei technology is utilized by leading brands, marketers and digital agencies such as Epsilon, Marriott, Adidas, Dell, Fairy Tales Hair Care, and others. Formulated by Harvard, MIT, Stanford and Carnegie Mellon experts, Wylei's Adaptive Content™ and Predictive Content maintains secure, highly scalable, robust cloud based infrastructure built in the Amazon Web Services stack. For more information, visit [wylei.com](http://wylei.com).

### At a Glance

- Founded in 2013
- Headquarters in Jersey City, NJ with offices in Lancaster, PA
- 20 customers
- Growing employee base
- VC Funded

### Target Markets

- Hospitality/Travel
- Retail
- Consumer Packaged Goods
- Financial services
- Automotive
- Pharmaceuticals

### Marquee Customers

- Epsilon
- Marriott
- Adidas®
- Dell
- Fairy Tales Hair Care

## Leadership Team

- Meg Columbia-Walsh, CEO
- Mark Stutzman, SVP, Product and Technology
- Mindy Horowitz, VP of Finance
- Ken Kozaczka, VP of Engineering
- Leona Thomas, VP of Operations

## Media Contacts

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## Predictive Content™ Platform

Automatically delivers real-time digital content that assembles and displays based on context, user behavior and preferences. Technology is cloud-based artificial intelligence used for marketing automation and includes:

- Predictive Email
- Predictive Video
- Predictive Web Content
- Predictive Advertising
- Predictive Mobile Content