

Tasso Argyros **Founder and CEO**

Tasso Argyros is the founder and CEO of ActionIQ. Tasso is also Venture Partner at FirstMark, an early stage venture capital firm based in New York City. He is a serial entrepreneur who previously founded Aster Data, a pioneer in Big Data, which was ultimately acquired by Teradata for over \$300MM.

Throughout his career, Tasso has been recognized as an innovator in the technology industry. He was one of 11 “NextGen Innovators” by *Forbes*, a Technology Pioneer by the *World Economic Forum*, and a Best Young Tech Entrepreneur by *BusinessWeek*.

Growing up in Athens, Tasso fell in love with technology when his father brought him an Apple computer back from America. After studying Computer Engineering at the National Technical University of Athens, Tasso was admitted at the Computer Science PhD program at Stanford University. His passion for having an impact won over the lure of an academic career, so Tasso decided to take a leave of absence from Stanford to start one of the first next generation Big Data companies, Aster Data Systems, in 2005. From 2005 to 2011, he served as Aster’s CTO, guiding the company to its successful exit to Teradata. At Teradata, Tasso was the co-President of its Big Data division, where he worked with dozens of Fortune 500 companies to help them manage the overwhelming amount of data that they are collecting.

Tasso founded ActionIQ after observing first-hand the challenges that businesses have in leveraging what is their most valuable asset: the data generated by their customers. ActionIQ has now become the leading Marketing Activation Platform. A Marketing Activation Platform provides marketers with two important things—freedom and speed. Freedom from being a slave of your own data, and the speed to take action faster than your competitors.

You can read more about Tasso and his co-founder, Nitay Joffe, in this [Forbes](#) article.

Nitay Joffe **Founder and CTO**

Nitay Joffe is the founder and CTO of ActionIQ, a next-generation marketing platform evolving the way B2C enterprises leverage their customer data to provide highly personalized experiences across all marketing and customer support channels. Prior to ActionIQ, Nitay was an instrumental engineer in Facebook's data infrastructure initiatives, and a core contributor to open source projects HBase and Giraph. With Facebook, Powerset, and Google on his resume, Nitay has applied his expertise to elevating the big data landscape for companies revolutionizing the space.

Nitay co-founded ActionIQ to explore his passion for innovation in databases, distributed systems, and big data. He is a visionary in the space with a track record for developing solutions to not only meet overall business strategy but to also provide exceptional results for the end user. After making waves in Silicon Valley, he is now bringing a fresh take on the NYC enterprise tech scene for companies looking to explore next-level tech innovation. He is a game-changer when it comes to open source big data projects and developing ground-breaking technologies to meet real world challenges.

As CTO, Nitay is responsible for advancing the technology behind the primary differentiator for the company – providing CMOs with all levels of tech expertise the freedom *and* speed to connect and create relationships with customers across various platforms. Top companies like GILT Group and Blue Apron are singing ActionIQ's praises – a true nod to using the capabilities of big data to enhance the prowess of targeted marketing strategies.

You can read more about Nitay and his co-founder, Tasso Argyros, in this [Forbes](#) article.