

**THOMAS GENSEMER APPOINTED AS
CHIEF EXECUTIVE OFFICER, BLUELABS ANALYTICS**

January 2019 - Bridge Partners is delighted to announce the appointment of **Thomas Gensemer** as Chief Executive Officer at **BlueLabs**.

BlueLabs (www.bluelabs.com) is a leading data science and technology company. With origins in the 2012 Obama For America campaign, the organization has helped over 400 clients solve their strategic and marketing challenges through data, predictive modeling, and machine learning.

As their new Chief Executive Officer, Thomas will lead BlueLabs' accelerated growth and development of new products, services and partnerships.

Thomas joins BlueLabs from Burson-Marsteller where he most recently served as Chief Strategy Officer. He also brings a successful track record as an entrepreneur, having served as longtime Managing Partner of Blue State Digital, from 2005 until 2013, leading the firm's period of rapid growth and global expansion and, ultimately, managing its acquisition by WPP in 2011.

He serves on the board of The Public Good Projects, the Purpose Foundation, and is an advisor to the Family Equality Council. Thomas holds a Bachelor of Arts degree in Politics from New York University, College of Arts & Science.



Thomas Gensemer

ABOUT BRIDGE PARTNERS:

- Bridge Partners (www.bridgepartnersllc.com) is a retained executive search firm with unique expertise in attracting and retaining senior, diverse executives and 15 years of experience executing global leadership searches.
- Our nonprofit and for-profit clients also include GE, TIAA-CREF, Campaign Legal Center, Estee Lauder, Novartis, Starbucks, Freddie Mac, Habitat for Humanity, FairVote and The Federal Reserve System. What they have in common is a desire to adapt to a changing global market and diversify their leadership teams in order to innovate and reflect their employee base, as well as the customer, communities and constituents they serve.
- They retain Bridge Partners to leverage our innovative search approach and our track-record of presenting the highest caliber, diverse executives.