

Infrared Digital

Infrared's FUSION is a software platform that helps companies make sense of petabytes of disparate data collected over multiple outlets – stores, back-office systems, online, etc. Without this coordination and deciphering, all the information gathered, such as buying patterns, inventory levels, and employee productivity, would be just be rows and columns of unrelated numbers. FUSION solves the problem of translating all of that data into one easy-to-manage interface.

Because FUSION leverages already-installed technology (no new/custom systems need to be built for support), IT departments love it; installation and adoption are a breeze. Through the platform, customers find hidden insights into what parts of their strategies are performing giving them the ability to make more informed decisions. It's like wearing night-vision goggles while your competition is walking around in the dark.

Leadership:

Ed Fullman-Co-founder, CEO/CTO

Elena Fullman, Co-founder, VP of Sales and Partnerships

Funding: Self funded to date.

[Human interest section, can be titled whatever is appropriate for each company]

Like father, like daughter.

Ed Fullman and his daughter Elena are both Xavier University graduates and startup veterans. For their second venture together, they decided to move back home (from Los Angeles) pleased to find a lot has changed in Cincinnati over the five years they were on the west coast.

It's not novel to say that in business, networking is everything, but Ed and Elena have put this into practice in a major way since settling down once again in the Queen City. "It's amazing how open people are to meeting and hearing what we have to offer," offers Ed, "you don't have to do things the hard way." Infrared has grown its foothold considerably by building strategic relationships with companies like [x+1], LiveRamp, Splunk, and Gnip.

However, there have been some challenges as Elena points out, "Knowing how to turn off the father daughter dynamic and focusing on the business took some time. It wasn't always easy in the beginning of our last startup." But the two have since found their groove and grown their relationship into a collaborative partnership.

Ed notes that working together has been beneficial in regards to decision making. "When one person is in charge things can go off the rails. It's important to arrive at decisions from multiple angles. It has been a great process to do this with Elena. It's a new relationship dynamic to take advice from your daughter – it's humbling and great."

Hiring: For available open positions please visit the Cintrifuse job board <http://cintrifuse.com/cincy/jobs>

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