



NeuroFocus, Inc. Names Jack Lester Chief Financial Officer

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Former Vodafone Americas CFO Joins World's Leading Neuromarketing Firm

BERKELEY, Calif., April 18 /PRNewswire/ -- NeuroFocus, Inc., the world leader in the rapidly-growing field of neuromarketing, announced that it has named Jack Lester as its Chief Financial Officer.

Lester, 46, joins the company from his previous post as Chief Financial Officer for Vodafone Americas, Inc., the U.S. arm of the multinational cellular phone company. In that capacity, he had financial governance oversight and reporting responsibilities for Vodafone investments in the Americas Asia region including Verizon Wireless, Japan, Mexico, China, India and Korea. In addition, he was responsible for financial planning and analysis, accounting, financial reporting, cash management, investment management and risk management for the U.S. operations.

As NeuroFocus's CFO, Lester succeeds James Johnson, who has served in that capacity since helping to form the company two years ago. Johnson announced his intention to retire earlier this year, and conducted the search to find his replacement.

Lester's role at NeuroFocus marks another stage of growth for the company, which is headquartered in Berkeley, CA. In the past year NeuroFocus has significantly expanded, tripling its client list and its staff and doubling the size of its facilities. The company is planning to add European and Asian operations this year.

"As our growth accelerates, and we add international capabilities, it is essential for us to match that success with the best financial expertise," said Dr. A. K. Pradeep,

founder and Chief Executive Officer of NeuroFocus. "Jack Lester brings the scope of skills and the depth of knowledge that will help facilitate our expansion."

Lester's career includes expertise in strategic planning, corporate development, operations and corporate governance. Prior to the Vodafone-AirTouch merger, Lester held director level positions at AirTouch Communications, specifically in their satellite communications and international wireless communications divisions. His professional experience also includes a role with an innovative venture leasing company that analyzed venture capital-backed firms for investment opportunities.

Lester is a graduate of the University of California at Berkeley. He earned his MBA from the University of Southern California.

About NeuroFocus

NeuroFocus, Inc. is the market leader in bringing neuroscience to the world of advertising, marketing, product development and packaging, and entertainment. The company leverages Doctorate-level academic expertise in neuroscience and marketing from Berkeley, MIT, Harvard, and the Hebrew University combined with C-suite level business management and consulting experience.

NeuroFocus clients include Fortune 100 companies across the consumer package goods, food and beverage, financial services, automotive, and retail sectors. Entertainment category clients include major companies in the broadcast and cable television and motion picture industries. The Nielsen Company is a strategic investor in NeuroFocus.

