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## **Biography - Alan Coleman, VP of Engineering**

Alan Coleman leads Bombora's software engineering organization and brings over 20 years of engineering leadership and management experience at a wide range of software companies. He has led the development of products that incorporate Natural Language Processing and Modeling/Machine Learning into SaaS/DaaS applications at scale, for both analytical and operational use cases.

He builds Agile, empowered teams that focus on delivering real value in a systematic and measurable fashion.

Before joining Bombora, Alan served as CTO or VP of Engineering at DemandTec, Adchemy, VigLink, and Bedrock Analytics, delivering products for the Retail, CPG and AdTech markets.

He holds a degree in Cultural Anthropology from Columbia University in New York.

