

PIED PIPER WELCOMES ERIC O’HAGAN AS DIRECTOR, AI/ML INNOVATION & INTEGRATION

MONTEREY, CALIFORNIA – December 2, 2024 – Pied Piper Management Company LLC, a leading provider of retail best practice measurement and reporting for the auto industry and other motor vehicle industries, is pleased to announce the appointment of Eric O’Hagan as Director, AI/ML Innovation & Integration, effective January 2, 2025.

Pied Piper continues to expand its embrace of cutting-edge artificial intelligence (AI) and machine learning (ML) technologies. In this role, Eric will lead Pied Piper’s ongoing efforts to leverage these technologies, enhancing both new and existing products while improving client experiences and streamlining production processes.

Prior to joining Pied Piper, Eric O’Hagan held key roles in AI, ML, and digital retailing with Porsche Cars North America, Tesla Inc., and Lucid Motors.

“We’re excited to welcome Eric to the team during this era of AI-driven innovation,” said Fran O’Hagan, CEO of Pied Piper. “Our clients will quickly benefit from his deep understanding of both digital retail and AI/ML technology, and we look forward to seeing the impact of his leadership as we continue advancing our services.”

Eric shared his thoughts on joining Pied Piper, stating, “My work will continue and accelerate Pied Piper’s integration of cutting-edge technology—not just as a user, but as an innovator in employing AI-powered solutions. I’m thrilled by the opportunities we have ahead and cannot wait to contribute to this groundbreaking vision in collaboration with the Pied Piper team.”

Eric O’Hagan attended Santa Clara University’s Leavey School of Business and pursued studies in AI and ML at MIT’s Schwarzman College of Computing.

Please join us in welcoming Eric to the Pied Piper team.

For more information, please contact:

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About Pied Piper Management Company, LLC

Monterey, California, based Pied Piper helps brands and national retailer groups improve the omnichannel sales & service performance of their retailers.

Pied Piper’s Prospect Satisfaction Index® (PSI®) process applies data science analytics to determine the omnichannel sales and service best practices most likely to drive purchase and loyalty. PSI then uses a combination of artificial intelligence, machine learning and human actors to measure and report how effectively each retail location follows those best practices.

Clients order ongoing PSI measurement & reporting – internet, telephone or in-person – as tools to improve and maintain the omnichannel sales and service effectiveness of their retailers. Through Pied Piper’s industry studies, clients also learn how their performance compares to others within their industry,

as well as to other industries. For more information about the fact-based Prospect Satisfaction Index[®] process, go to www.piedpiperpsi.com.