

As Chief Product Officer, Joe Doran leads Epsilon's product management function focusing on Epsilon PeopleCloud, a suite of modular solutions spanning CRM, digital media, loyalty and email. He is responsible for developing and delivering on our product roadmap and vision, including how our distinct solutions work independently and together to help clients maximize the value of their marketing efforts and drive business outcomes.

Prior to joining Epsilon, Joe was Chief Identity Officer at Signal where he spearheaded the company's efforts to deliver world-class Identity solutions for clients. His experience spans a range of sectors including marketing technology/SaaS, display/search advertising, identity and consumer packaged goods at companies including General Mills, Microsoft, Media6Degrees (now Dstillery) and Rallyverse.