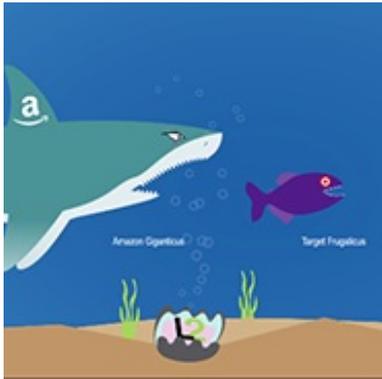


COMMERCE

L2 adds CEO to guide expansion

August 14, 2014



From L2's Amazon report

By STAFF REPORTS

Business intelligence firm L2 has appointed a new CEO, Scott Ernst, to spearhead expansion plans.

[Sign up now](#)

Luxury Daily

L2 has steadily increased its scope to include a multitude of industries since it first began disrupting the research and consultancy fields in 2010. Mr. Ernst's background improving both startups and established companies will only accelerate this expansion.

Full speed

Mr. Ernst's transition will not be very rocky. The new CEO is coming from Millward Brown, a research consultancy firm similar to L2.

He is also familiar with the challenges and opportunities that startups face. Previous to Millward Brown, Mr. Ernst served as vice president of sales, corporate and business development for Personify, a web analytics company, and as vice president of sales at AdKnowledge, a marketing software and interactive media management firm.

In his new role, he will work with L2's founder, Scott Galloway, to increase the firm's size and recognition and improve its products across the globe.

Embedded Video: [//player.vimeo.com/video/92623615?](http://player.vimeo.com/video/92623615?)

L2 introduction video

Mr. Ernst is joined by a number of other senior level executives who recently joined L2, including Dean McRobie as CTO, Karen Gardner as vice president of finance and Eunice Byun as vice president of business development.

Back in March, L2 accelerated its global expansion with a \$16.5 million investment from venture capital firm General Catalyst and the appointment of two media and technology executives, Paul Sagan and Larry Bohn, to its board.

The partnership marked new territory for L2, which had up to that point navigated research and consultancy on its own terms. However, the investment will help L2 achieve its mission of disrupting the consultancy industry, as much of the invested money will go to advanced technologies and building the team both in New York and abroad ([see story](#)).

L2 won Luxury Daily's 2013 Researcher of the Year for its fast-growing report portfolio and rigorous research methods that empower luxury brands with blueprints for digital proficiency around the world ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.