

# Blue Hill Research Acquires DataHive Consulting; Appoints Accomplished Industry Analyst as Chief Research Officer (CRO)

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BOSTON--(BUSINESS WIRE)-- Blue Hill Research, a technology research firm focused on successful IT vendor selection, today announced the acquisition of DataHive Consulting, a leading B2B social media consulting firm, and the appointment of DataHive President and co-founder [Hyoun Park](#) as Blue Hill's Chief Research Officer (CRO). This is Blue Hill's first strategic acquisition to bolster its world-class technology analyst team.

Park is a 20-year technology veteran who has served as a trusted advisor for Fortune 100 end users and vendors in the fields of analytics, enterprise mobility, telecom expenses, and social business. Prior to DataHive Consulting, Park was a research analyst at the Aberdeen Group, a Harte Hanks Company (NYSE: HHS). Park has also managed billing operations for multiple venture-backed startups and overseen project management, IT budgets and enterprise mobility deployments at Bose and Teradyne (NYSE: TER). His research includes insights on [telepresence](#), [Bring Your Own Device \(BYOD\)](#), [data visualization](#), and [social marketing](#).

"Hyoun is an experienced, motivated, and high-energy executive with a career and experiences that make him uniquely qualified to manage our research team," said Ralph A. Rodriguez, CEO of Blue Hill Research. "Acquiring DataHive Consulting enables Blue Hill to combine deep social and B2B marketing expertise with our existing research model."

"The opportunity to manage Blue Hill's outstanding research team and its unique research methodology focused on multi-role vendor selection was too exciting to resist," said Hyoun Park. "This is a dream job, and I'm excited to join a team ready to disrupt the IT research industry by proactively reaching out to end users, focusing on new technology areas, and conducting the most relevant and meaningful research on the market."

Financial terms were not disclosed, but this acquisition is expected to be accretive to 2014 earnings.

## About Blue Hill Research

Founded in 1993, Blue Hill Research, an NTA company, is the research arm of New Technologies, focused on providing end-users with a clear path to successful and profitable technology implementations, and ensuring that technology deployments align with a roadmap for success for the three key stakeholders: technological, financial, and line-of-business executives. Blue Hill's annual research agenda includes legal technologies, risk management, financial operations, the Internet of Things, enterprise mobility, analytics, business intelligence, and enterprise performance management.

Learn more about Blue Hill's analysts at <http://www.bluehillresearch.com/>.



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