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## **Unify Data. Ignite Demand. Deliver Outcomes.**

Demand AI brings together advanced AI and real-world lead gen expertise to help businesses transform messy data into measurable growth — all with zero disruption and full transparency.

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# **MATT EGAN**

## **CHIEF CONTENT OFFICER**

An award-winning executive with over two decades of global editorial leadership, Matt has shaped how audiences understand technology and innovation. He has led international teams, scaled content operations, and proven how impactful content drives real business value. His expertise enables Demand AI to turn content into commercial impact — driving revenue, influence, and industry leadership.