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Pulling through a r

Start-up situation

Former Shareholder.com vice president Michael O'Brien has moved to iMiners, a California-based customized press release categorization service. The new IR/PR tech provider catalogs every press release from every public company using multiple keywords, and offers a range of tools to analyze their effectiveness.

President and founder Jnyaneshwar Prabhu conceived the idea when he was researching stocks and couldn't pull up information fast enough. 'It's a niche not provided by other

vendors,' O'Brien explains.

Nvidia, Silicon Image and Sigma Designs are all iMiners clients and, as vice president of sales, O'Brien is working on more. He is excited to be building a new company. 'When I joined Shareholder.com, I was the 14th employee,' he says. 'This is even earlier stage for me, but it's the type of environment I'm looking for. My goal was to help Shareholder.com grow and ultimately be acquired [by NASDAQ in 2006]. I always intended to move back into a start-up situation.' ■

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