

MEMBER SPOTLIGHT

GORGE TECHNOLOGY
ALLIANCE



Ken Levy, Co-Founder

Ken came to the Gorge for the summer 1991 to teach windsurfing at BigWinds and moved back in 1996 since the Gorge felt like home. Ken loves the outdoor recreation opportunities here and windsurfs, mountain bikes, skis, runs and is learning to kite. Ken also coaches AYSO soccer and a Lego Robotics team. Interesting fact: Ken has a Ph.D. in Computational Auditory Neurophysiology.



Neil Lofgren, Co-Founder

Neil came to the Gorge on a windsurfing vacation in 1992 and immediately knew he had to live here. He

4-Tell, Inc.

As one of the newest tech companies in the Gorge and this year's winner of the Gorge Angel Conference, 4-Tell has rightly been getting a lot of press lately. The company's products increase profits with automated business intelligence. Their current products are:

- 4-Tell Boost™: personalized recommendations on websites, email, social, and mobile commerce that are proven to improve buyer satisfaction and conversion rates.
- 4-Tell ESP™: enables email service providers to personalize email for any client.
- 4-Tell Merchandiser™: provides analysis and deep insight into buyer behavior to assist sales staff and merchandisers.

4-Tell's solution is optimized for midsize retailers. These are the stores that used to sell on Main Street and now sell to the world over the Internet. 4-Tell enables them to have the same functionality that many of the large online retailers like Amazon have implemented. In other words, it allows independent businesses to compete with the big dogs. Gorge client HMK, an outdoor apparel company, added 4-Tell Boost to their website and found that online sales increased by 25%. Other clients report similar results.

Co-owners Ken Levy and Neil Lofgren note that they are excited to have won the Gorge Angel Conference and plan to use the investment to expand their business and provide family-wage, high-tech jobs in the Gorge. "It's fun to see customers increase sales with our solution," says Ken. "It's also really cool to work hard and watch our company grow as predicted in our business plan."

4-Tell is a member of the GTA for the networking, interesting presentations and advice. Through the GTA, they were introduced to the Gorge Angel Investment Network which led to the funding of the

moved to Portland the next year and built his house in White Salmon in 1998. Neil is an avid windsurfer, kiter, snowboarder, backpacker and climber. Interesting fact: Neil is a third-degree black belt and he studies and teaches Aikido, Jodo, and Iaido.

Quick Links

[4-Tell's Website](#)

[GTA Website](#)

company through the Angel Conference.



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