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**mapp**

# Acertitude completes extensive CFO search for digital marketing platform Mapp Digital

**Exciting times ahead for Mapp: new brand, new repositioning, new CFO**

**NEW YORK (Mar 21, 2019)** — Acertitude, the executive search firm unleashing human potential, has recruited John Fitzgerald as chief financial officer of Mapp Digital US (“Mapp”), a badass digital marketing platform for companies that want to break away from the pack. The company is backed by global investment firm Marlin Equity Partners (“Marlin”).

Fitzgerald steps in as CFO at a time of tremendous opportunity and growth for Mapp, whom [launched a new brand](#) and new competitive product offerings earlier this year. To support the company’s positive momentum, Fitzgerald will oversee Mapp’s finance, accounting, human resources, investor relations, office management, internal audit, and legal areas of the business. John will also help Mapp fine-tune its competitive pricing as the company develops new product lines and platform capabilities, in order to offer packages that fit customers’ evolving needs in the marketplace. He reports to CEO Steve Warren and Marlin.

“So far, 2019 has been an exciting year for Mapp with our relaunched brand, rebellious sheep mascot, and new competitive product offerings. Adding John to the team is a great step in helping us take a bold stance in the market. His proven leadership in financial operations, along with his background working in mobile, social media, content, and data protection, is an ideal fit for Mapp as we work to extend our positive momentum and achieve greater revenue growth in 2019,” said Steve Warren, Chief Executive Officer of Mapp.

Acertitude Managing Partner Rick DeRose led the CFO search, partnering with Warren and key stakeholders of Marlin.

“Rick and the Acertitude team did exactly what we asked them to do. They truly got to know us and the private equity environment in which we operate, which made all the difference in finding us the right CFO,” added Warren. “We are very happy with adding John to the business.”

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John brings to Mapp more than 20 years of experience working with growth-stage technology and digital media companies. He managed integral areas of business, including capital fundraising, acquisitions and divestitures, investor relations, and strategic planning efforts. Over the course of his career with venture-backed companies, John raised over \$200 million and managed financial operations in the U.S., Europe, and Asia. He began his career with Arthur Andersen, LLP and held subsequent financial leadership roles with Verve, Brickfish, Veoh Networks, and BakBone Software.

“Mapp has a bold mission to bring customers marketing technology fit for the 21<sup>st</sup> century. From top to bottom, the people at Mapp must reflect this purpose- and results-driven mindset,” said Rick DeRose. “We saw this and more in John. He is an exceptional financial leader and business executive grounded in software, digital, and growth stage portfolio companies.”



#### **About Acertitude**

Acertitude is the executive search firm unleashing human potential globally. The firm builds close client partnerships and drives an agile process to connect organizations with brilliant people at work. Acertitude serves the global executive search market across the consumer, financial, healthcare and life sciences, industrial, private equity, professional services, and technology industries. To learn more about how Acertitude places brilliant people at work, visit [www.acertitude.com](http://www.acertitude.com).

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