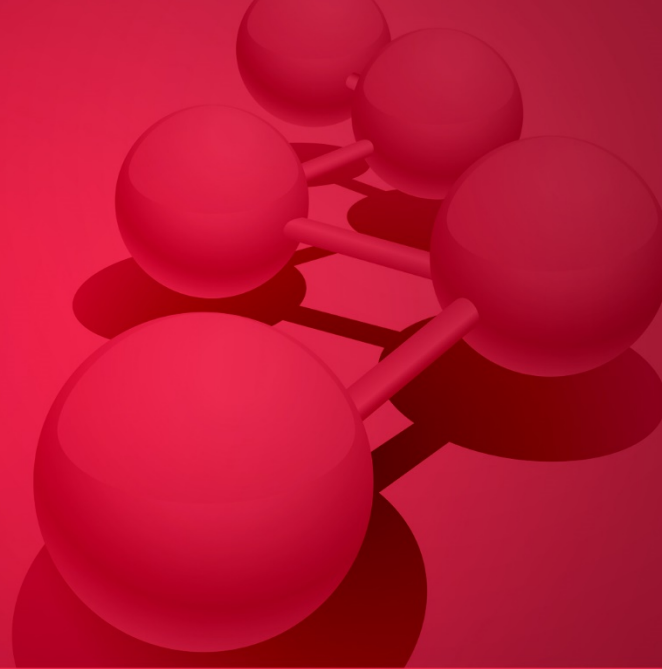


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Acertitude Expands C-Suite of Marketing Cloud Provider Acoustic with Five Key Placements



Unique partnership yields rapid placement of business-changing leaders at recently launched PE-backed company

NEW YORK (Oct. 30, 2019) — Acertitude, the executive search firm unleashing human potential, has helped rapidly recruit a set of top leaders to Acoustic, the largest independent marketing cloud. Working in conjunction with Acoustic CEO Mark Simpson and key stakeholders from Centerbridge Partners, Acertitude Co-Founder and Managing Partner Rick DeRose, Senior Partner Scott Carberry, and team successfully completed searches for the new CHRO, CIO, CMO, CTMO, and Business Unit President in less than 120 days.

Acoustic was created in July 2019 by the acquisition of the key marketing campaign, content, and analytics solutions platform from IBM by Centerbridge Partners. The company consists of over 1000 dedicated employees globally working to unleash the brilliance in marketers. The newly created leadership team combines veterans of the business from IBM and the recently placed leaders:

- Chief Human Resources Officer: Rose Zory
- Chief Information Officer: Deepak Batheja
- Chief Marketing Officer: Norman Guadagno
- Chief Transformation Management Officer: Tim Shea
- President, Pricing & Promotion BU: Cheryl Sullivan

“Acoustic is a unique opportunity for rapid growth of a new company on the solid foundation of an established business and customers,” said Acoustic CEO Mark Simpson. “We needed to quickly put in place key executives that could both operate the business day-to-day and help plan the entire strategy for the new company we are creating. Rick and Acertitude brought a strong network, incomparable insights into candidates, and flawless execution to the partnership, allowing us to build out our entire executive suite in less than 120 days.”

The ability to place the right leaders fast is more important than ever in today's complex business environment, where company structure has become more fluid, private equity is a growing force in value creation, and business models are key competitive differentiators. Acertitude achieved success by partnering closely with key parties at the portfolio company and sponsor to deeply understand and define the target profile, rapidly attract top talent with a compelling narrative, and select the very best through a rigorous assessment and interview process.

“Acoustic was one of the most challenging and unique assignments our tech team has taken on this year, but also one of the most rewarding,” said Rick DeRose, who leads Acertitude's Technology practice. “Working closely with Mark and Centerbridge, along with developing relationships with these executives, helped us see and shape the C-suite as truly something greater than the sum of its individual members. At Acertitude, we are helping clients build better businesses and unleash the greatest potential in every individual, and we are thrilled to have helped connect the Acoustic team with these exceptional leaders.”

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About Acertitude

Acertitude is the executive search firm unleashing human potential. We discover, connect, and empower brilliant people at work. Our approach to search creates human connections, uses sophisticated data and behavioral analytics, and brings your inside story to life. Our team specializes in the consumer, financial, healthcare and life sciences, industrial, private equity, professional services, and technology industries. Explore how to unleash your potential: www.acertitude.com.

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