

Snap Inc. Names Kenny Mitchell Chief Marketing Officer

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Industry Veteran to Spearhead Global Marketing Efforts for Snap

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Snap Inc. (NYSE: SNAP) today announced that Kenny Mitchell will join the company as Chief Marketing Officer (CMO) beginning in June 2019. In this newly created role, Mr. Mitchell will join the senior leadership team of the company and report to CEO Evan Spiegel. Mr. Mitchell will lead all consumer and product marketing programs as Snap continues to bring creativity and new forms of self-expression to people all over the world.

"Kenny's consumer marketing expertise and his deep understanding of our products will be a great combination for Snap," commented Mr. Spiegel. "Throughout his career, Kenny has demonstrated his ability to successfully execute innovative, global marketing campaigns, many of which have leveraged our own vertical video and augmented reality products. He's a natural fit to join our team and lead marketing as we continue driving the positive momentum we have in the business."

"Snap is a great company with strong values, an inspired vision and innovative products that are empowering its global community," said Mr. Mitchell. "I look forward to helping Evan and Snap continue to tell their story to people around the world, and working with my new colleagues as we define the future of the camera and self-expression."

Mr. Mitchell brings extensive experience building iconic brands and leading innovative, fully-integrated marketing programs. Mr. Mitchell most recently held the role of Vice President of Brand Content & Engagement for McDonald's USA, where he guided the company's strategic brand and consumer marketing agenda in the US. Prior to joining McDonald's, Mr. Mitchell served as Head of Consumer Engagement at Gatorade, where he led all global integrated consumer marketing efforts and pioneered the usage of Snapchat vertical video and augmented reality tools. Mr. Mitchell has also overseen Brand and Consumer Marketing for NASCAR and previously served as Vice President and General Manager at the Dew Tour, a division of the NBC Sports Group. Mr. Mitchell holds a Bachelor of Arts from Dartmouth College and a Master of Business Administration from Dartmouth's Tuck School of Business.

About Snap Inc.

Snap Inc. is a camera company. We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate. We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. For more information, visit [snap.com](https://www.snap.com).

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