NEWS RELEASE

Zeta Global Announces Chris Greiner as Chief Financial Officer

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NEW YORK, March 5, 2020 — Zeta Global, a data and AI-powered marketing technology company that drives customer acquisition, retention and growth, today announced that technology industry veteran, Chris Greiner, has joined the company as Chief Financial Officer (CFO). Greiner will oversee all finance and accounting functions, set financial strategy and play a key role in merger and acquisitions, business integration and business performance improvement.

Chris Greiner will join Zeta Global as Chief Financial Officer (CFO)
Greiner joins Zeta with over 20+ years of experience from successful public companies within the technology sector, with the last 10 years focused on Artificial Intelligence and analytics. In his previous position as CFO at LivePerson (NASDAQ: LPSN), Greiner served as point person for the investor community as the company's market capital more than doubled during his tenure.

He was also formerly CFO and COO on the leadership team that took Inovalon, a healthcare technology company, public, and spent thirteen years with IBM with roles including CFO and COO of their multibillion-dollar analytics division, leadership positions in their Asia Pacific region, Global Technology Services and corporate headquarters.

As CFO at Zeta, Greiner will report directly into CEO David A. Steinberg.

"We are thrilled to welcome Chris to Zeta. His experience as a public company CFO, along with his background of serving technology and Artificial Intelligence driven companies is an ideal fit for Zeta as we work to build upon our positive momentum, achieve greater operating efficiency and look toward our future plans within the market," said

Zeta Global Chairman, Co-Founder, and CEO, David A. Steinberg.

“I made the decision to join Zeta because I believe that with the depth of our proprietary data assets and results-driven AI technology, there is a massive opportunity to solve customers highest priorities – customer acquisition, engagement and retention,” said Chris. “Zeta’s technological differentiation in each of these areas is a recipe for powerful growth, and I am excited to partner with David and his management team to further position the Company for its next period of expansion.”

Greiner’s appointment comes after a year of evolution and technology innovation at Zeta Global. In 2019, the Company focused on scaling capabilities within the Zeta Marketing Platform, including the enrichment of behavioral, transactional and location data assets (2.4B+ identities, of which 750M+ are deterministic), results-driven AI (600+ intender audiences), integrated demand-side platform (DSP), customer data-platform (CDP) and omnichannel orchestration.

Zeta’s addition of Greiner to its executive staff and focus on technology innovation signals the Company’s growth trajectory as it continues to help brands and agency partners unlock consumer intent, personalize experiences and drive business growth.

About Us

Zeta Global is a data-powered marketing technology company that combines one of the industry’s largest consumer data sets (2.4B+ identities, of which 750M+ are deterministic) with results-driven Artificial Intelligence to unlock consumer intent, personalize experiences and power business growth for Fortune 1000 companies, such as GM, Wyndham, Sprint and Progressive. The company’s highly-rated Zeta Marketing Platform has been recognized in The Forrester Wave Enterprise Marketing Software Solutions and Cross Channel Campaign Management, Q3 2019. Zeta competes with marketing cloud offerings from Oracle, SAP, Salesforce and Adobe as well as programmatic platforms including The Trade Desk. Founded in 2007 by David A. Steinberg and John Sculley and headquartered in New York City, the Company employees 1500+ digital marketing experts in twenty-five offices on four continents.