



NEWS RELEASE

Zeta Global Announces Olympic Gold Medalist, Entrepreneur and Founder Lindsey Vonn as Second Zeta Live 2026 Keynote Speaker

2026-06-01

The epicenter for the AI marketing era expands to David Geffen Hall, Lincoln Center on October 8 with a growing lineup of premiere headline speakers

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI Marketing Cloud, today announced that the 6th annual Zeta Live conference will feature Olympic gold medalist, entrepreneur and founder Lindsey Vonn as the second keynote speaker to join this year's event alongside the **previously announced headliner**. The company also announced that Zeta Live will take place at the iconic David Geffen Hall, Lincoln Center in New York City on Thursday, October 8, 2026. Zeta Live 2026 arrives at an inflection point, as agentic AI moves from experimentation to enterprise deployment, the conference will serve as the industry's premier forum for leaders navigating that shift.

"The leaders who will define the next era of marketing are the ones moving fastest from AI experimentation to AI execution," said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. "Zeta Live is where those people come together, and bringing these conversations to a stage like David Geffen Hall is exactly what this moment demands."

A New York Times bestselling author and the founder of the Lindsey Vonn Foundation, Vonn will join the Zeta Live stage to share lessons from a career defined by resilience, reinvention, and excellence. As the greatest downhill ski racer of all time, she will inspire marketers in the audience on what it takes to perform at the highest levels, overcome adversity, and continually push beyond limits. In an industry being reshaped by AI, the skills Vonn built—

rapid adaptation, data-informed decisions under pressure, constant iteration—are exactly the ones marketers need now.

The move to David Geffen Hall, Lincoln Center reflects an expanded footprint that will allow for larger mainstage programming and immersive breakout experiences featuring executive-level discussions. Now in its sixth year, Zeta Live has evolved into one of the marketing industry's defining annual gatherings, convening senior executives, technology leaders, and cultural voices shaping the future of intelligence-driven business. As the marketing industry navigates one of its most significant transformations, Zeta Live continues to be where its gamechangers gather.

About Zeta Live

Zeta Live is the industry's leading gathering for senior marketing executives and business leaders navigating the shift from AI experimentation to intelligence embedded across the enterprise. Now in its sixth year and expanding to the iconic David Geffen Hall, Lincoln Center, this year's program will examine how the most advanced organizations are building AI-powered marketing systems that know customers with greater precision, grow with measurable impact, and prove marketing's contribution to revenue with certainty.

Zeta Global will continue unveiling additional speakers, programming, and experiences for Zeta Live 2026 in the months ahead. For more information or to request an invitation, visit [here](#).

About Zeta Global

Zeta Global (NYSE: ZETA) is the AI Marketing Cloud that leverages advanced artificial intelligence (AI) and trillions of consumer signals to make it easier for marketers to acquire, grow, and retain customers more efficiently. Through the Zeta Marketing Platform (ZMP), our vision is to make sophisticated marketing simple by unifying identity, intelligence, and omnichannel activation into a single platform – powered by one of the industry's largest proprietary databases and AI. Our enterprise customers across multiple verticals are empowered to personalize experiences with consumers at an individual level across every channel, delivering better results for marketing programs. Zeta was founded in 2007 by David A. Steinberg and John Sculley and is headquartered in New York City with offices around the world. To learn more, go to www.zetaglobal.com.

Forward-Looking Statements

This press release, together with other statements and information publicly disseminated by the Company, contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The Company intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995 and includes this statement for purposes of complying with these safe harbor provisions. Any statements made in this press release that are not statements of historical fact are forward-looking statements and should be evaluated as such. Forward-looking statements include information

concerning our anticipated future financial performance, our market opportunities and our expectations regarding our business plan and strategies. These statements often include words such as “anticipate,” “believe,” “could,” “estimates,” “expect,” “forecast,” “guidance,” “intend,” “may,” “outlook,” “plan,” “projects,” “should,” “suggests,” “targets,” “will,” “would” and other similar expressions. We base these forward-looking statements on our current expectations, plans and assumptions that we have made in light of our experience in the industry, as well as our perceptions of historical trends, current conditions, expected future developments and other factors we believe are appropriate under the circumstances at such time. Although we believe that these forward-looking statements are based on reasonable assumptions at the time they are made, you should be aware that many factors could affect our business, results of operations and financial condition and could cause actual results to differ materially from those expressed in the forward-looking statements. These statements are not guarantees of future performance or results.

The forward-looking statements are subject to and involve risks, uncertainties and assumptions, and you should not place undue reliance on these forward-looking statements. These cautionary statements should not be construed by you to be exhaustive and the forward-looking statements are made only as of the date of this press release. We undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

Investor Relations

Matt Pfau

ir@zetaglobal.com

Press

Krystina Puleo

press@zetaglobal.com

Source: Zeta Global