



NEWS RELEASE

Zeta Global Appoints Ed See as New Chief Growth Officer

2025-01-23

Former McKinsey & Company Partner to Elevate Zeta's AI Marketing Solutions for Modern CMOs

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the AI marketing cloud, today announced the appointment of Ed See as Chief Growth Officer, effective Monday, February 10. Bringing over 30 years of experience in working with CMOs – the last eight years of which were as a Partner at McKinsey & Company's Marketing and Sales practice – Ed See has guided some of the world's most iconic brands in developing cutting-edge marketing, digital and analytics capabilities. His appointment reflects Zeta's commitment to scaling its AI-driven marketing solutions for transformative impact.

As Chief Growth Officer, Ed See will report to Zeta's President, Steven Gerber, and will lead the charge in accelerating the company's growth strategy. His priorities include deepening CMO and c-suite engagement, demonstrating the transformative potential of Zeta's AI-driven solutions, and helping businesses achieve measurable, high-impact marketing outcomes.

"As Zeta enters its next chapter, Ed See is the ideal leader to drive our growth strategy and long-term success," said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta. "With deep expertise in martech, trusted relationships with the industry's most influential CMOs, and a proven track record of driving results, Ed embodies our commitment to leadership that accelerates Zeta's position as a pioneer in AI marketing."

"I am honored to join Zeta at such an exciting time in its journey," said See. "Zeta's focus on helping businesses grow through AI-powered marketing technology aligns with the needs of the modern marketer as businesses demand

impact, effectiveness, and efficiency from their marketing investments,” said See. “I look forward to joining the exceptional team at Zeta and exploring innovative ways to help marketers unlock their potential and achieve their business goals in our rapidly evolving environment.”

Ed See succeeds Will Margiloff, previous Chief Growth Officer, who will transition to Vice Chairman.

For more information about Zeta’s leadership team, visit <https://zetaglobal.com/about/leadership/>.

About Ed See

Bringing deep marketing expertise to Zeta, Ed was most recently a Partner in McKinsey & Company’s Growth Marketing & Sales practice, focused on helping companies drive growth through modern marketing. While at McKinsey, he worked with large companies to identify growth opportunities and increase the value of their relationships with customers and consumers. His expertise includes digital strategy, digital marketing, growth and marketing analytics, segmentation, and advertising and marketing technology. Over the course of his career, Ed has advised some of the world’s major brands on how to apply new capabilities, analytics, and technology to improve their marketing and sales performance. Prior to joining McKinsey, Ed was a partner at Deloitte and held leadership roles at several other companies.

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.

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Source: Zeta Global