NEWS RELEASE

Zeta Global Appoints Leah Pope as Chief Marketing Officer to Lead Next Phase of Growth

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Former Salesforce Marketing Cloud CMO joins Zeta to build what’s next; Candace Dean elevated to Chief Communications Officer

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the intelligent AI infrastructure company, today announced that Leah Pope will join the company as Chief Marketing Officer, effective August 3, 2026. A veteran enterprise software marketing executive, Pope brings more than two decades of experience leading category-defining brands, including Salesforce Marketing Cloud and ActionIQ. The company also announced the promotion of Candace Dean to Chief Communications Officer, where she will continue leading Zeta's communications strategy.

Pope previously led marketing across Salesforce's marketing portfolio, including Salesforce Marketing Cloud, Pardot, ExactTarget and other Marketing Cloud products, following Salesforce's acquisition of Datorama, where she served as Chief Marketing Officer. Most recently, she served as Chief Marketing Officer at ActionIQ, helping establish the company as a leader in enterprise customer data and AI.

Since joining Zeta in 2024 as Group Vice President and Head of Communications, Dean has led the company's global communications strategy, helping shape its corporate narrative and strengthen its reputation. As Chief Communications Officer, she will continue leading Zeta's communications organization and corporate reputation efforts.

“Zeta is entering a new chapter. We’ve built the data, the intelligence and the technology enterprises need to win in the AI era," said David A. Steinberg, Co-Founder, Chairman and CEO of Zeta Global. “We’ve gone from ‘Zeta who?’ To

‘Why Zeta?’ Our next evolution is becoming a must-have partner for enterprises looking to turn intelligence into growth. Leah will help us get there by translating what we've built into a clear, compelling market story, alongside Candace, who has been instrumental in shaping how the world hears it. Together, they're the right leaders to make sure the market understands both the strength of our business today and the size of the opportunity ahead."

“Zeta has assembled an extraordinary combination of proprietary data, intelligence and activation at exactly the moment enterprises are rethinking how they use AI to drive growth,” said Pope. "I’m excited to work with Zeta’s customers, partners and teams to make that value tangible, build the category and help more enterprises turn intelligence into better decisions and measurable business outcomes.”

"It's been incredibly rewarding to help shape Zeta's story during such a pivotal time for the company," said Dean. "I look forward to continuing to work alongside David, Leah and our leadership team to build on that momentum and ensure our brand reflects the innovation happening across Zeta."

As Chief Marketing Officer, Pope will lead Zeta’s global marketing organization, overseeing brand, product marketing, demand generation, customer marketing and events, while strengthening Zeta’s category leadership and accelerating its enterprise growth strategy.

About Leah Pope

Leah joins Zeta from ActionIQ, where she served as Chief Marketing Officer and helped establish ActionIQ as a leader in enterprise customer data and AI before its acquisition by Uniphore. Prior to ActionIQ, she served as Head of Marketing for Salesforce, overseeing marketing across Salesforce Marketing Cloud, Pardot, ExactTarget and other Salesforce marketing products and also served as Chief Marketing Officer for Datorama, where she helped grow the business before its acquisition by Salesforce. She has also held senior marketing leadership positions at Synthesio, IBM and Lombardi Software.

About Candace Dean

Candace Dean serves as Chief Communications Officer at Zeta Global, where she leads the company's global communications strategy, including public relations, executive communications, internal communications, crisis and issues management, and financial communications. Before joining Zeta in 2024, Dean held senior communications leadership roles at Zoom and Adobe, where she shaped corporate reputation, executive visibility and strategic communications during periods of significant growth and transformation.

About Zeta Global

Zeta Global (NYSE: ZETA) is the intelligent AI infrastructure company helping enterprises transform proprietary data into enterprise intelligence. The Zeta Data Cloud and Athena by Zeta™ connect proprietary enterprise knowledge with advanced AI to enable better decisions, more effective customer engagement, and stronger business outcomes. With one of the industry's largest proprietary data assets, Zeta helps organizations accelerate AI transformation and build durable competitive advantage. Founded in 2007 by David A. Steinberg and John Sculley, Zeta is headquartered in New York City with offices worldwide. Learn more at **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.

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