



NEWS RELEASE

Zeta Global Appoints Pamela Lord as President of Customer Relationship Management, Strengthening its Leadership in AI-Powered Marketing

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NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the AI-powered marketing cloud, today announced that Pamela Lord has been appointed as its President of Customer Relationship Management (CRM). Lord, a proven leader in marketing technology, brings 25+ years of experience leading businesses at the intersection of data, technology and customer-centric solutions. Most recently, she served as Group Vice President (GVP) and General Manager at Oracle, where she was responsible for their B2B and B2C marketing cloud customers.

Reporting directly to Zeta's President, Steven Gerber, Lord will oversee the go-to-market strategy and customer development efforts across Zeta's industry-leading CDP, ESP and mobile solutions, with a focus on driving growth and retention use cases for the world's most sophisticated enterprises.

"Pam is a powerhouse in the martech industry, bringing a unique combination of strategic vision, operational excellence and a laser focus on client results," said David A. Steinberg, Co-Founder, Chairman and CEO of Zeta. "In addition to her strong relationships with some of the country's top enterprise and agency CMOs, her track record of helping global brands unlock their full potential through data-powered marketing technology aligns perfectly with Zeta's mission. As we embark on this exciting new phase of growth, attracting world-class talent like Pam will be pivotal in continuing to accelerate our trajectory and shape the future of AI-driven marketing."

Gerber added, "Pam's expertise comes at a transformative time for Zeta and the marketing industry. As generative AI reshapes the landscape, her exceptional ability to lead through change and deliver outstanding results makes her the ideal leader to elevate Zeta's CRM business, deepen customer success and amplify the impact of our

platform.”

Lord expressed her enthusiasm for joining Zeta, stating, “Zeta’s journey has been extraordinary, and I’m thrilled to help write its next chapter. The Zeta Marketing Platform is redefining how global brands engage with their customers, and I’m honored to contribute to its mission of making AI the center of business growth. Together, we will unlock new possibilities for brands seeking to thrive in the modern marketing landscape.”

Lord succeeds Matthew Mobley as President of CRM, who will transition to Zeta’s Chief Operating Officer. Mobley will remain focused on operational excellence and strategic initiatives to accelerate Zeta’s growth and continue to report to Steven Gerber, Zeta’s President.

About Pamela Lord

Pam joins Zeta from Oracle, where she was GVP and General Manager, responsible for their B2B and B2C marketing cloud customers. Prior to Oracle, Pamela was SVP of Digital Solutions at Epsilon (a Publicis company) and oversaw their global digital messaging business. Pam drove strong growth and high customer satisfaction during her tenure. She also served as a strategic advisor and executive sponsor to Epsilon’s largest customers.

About Zeta Global

Zeta Global (NYSE: ZETA) is the AI-Powered 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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