Klaviyo Continues Building World-Class Team with Key VP Hires

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New appointments in engineering, investor relations, finance, operations, marketing and talent provide leadership and expertise to support the next phase of company growth

BOSTON, March 17, 2022 — **Klaviyo**, a unified customer platform, today announced it has added nine new leadership team members to guide and support the next phase of company growth: Ronnie Parikh as Vice President of Corporate Development, Chris Chiodo as Vice President of Platform Engineering, Lisa Maronski as Head of Integrated Talent, Stefanie Layne as Vice President of Treasury, Sahil Sethi as Vice President of Product Marketing, Shannon Tatz as Vice President of Investor Relations, Vivek Punjabi as Vice President of Go-To-Market Operations, Carmen Lam as Vice President of Internal Audit and Compliance and Mohan Kasibhatla as Vice President of Pricing.

“It’s a pivotal moment of growth for Klaviyo as brands seek out ways to get closer to their customers without relying on data from third-party platforms and marketplaces, and we’re excited to add such breadth and depth of talent to our team,” said Andrew Bialecki, co-founder and CEO of Klaviyo. “From product, to marketing, to talent, to finance—all of our new team members’ roles, skills, and experiences address a variety of essential needs that will elevate our team and strengthen our capabilities as we continue to help brands build stronger customer relationships.”

Ronnie Parikh joins as VP of Corporate Development, where he is leading Klaviyo’s M&A and integration strategy. Prior to joining Klaviyo, Ronnie ran Corporate Development and Strategic Partnerships for CarGurus, an online automotive marketplace.

Chris Chiodo joins as VP of Platform Engineering, where he is growing Klaviyo’s platform engineering capabilities. Prior to joining Klaviyo, Chris was Senior Vice President of Cloud Platform for EBSCO Information Services, a provider of online research content and search technologies.

Lisa Maronski joins as Head of Integrated Talent, where she is leading the company’s approach to recruitment, growth, and team member engagement. Prior to joining Klaviyo, Lisa oversaw Integrated Talent for Iron Mountain,

an enterprise information management company.

Stefanie Layne joins as VP of Treasury where she is scaling the finance function including the management of cash, debt, investments, and foreign exchange. Prior to joining Klaviyo, Stefanie led the Treasury team at Unity Technologies, a 3D developer platform.

Sahil Sethi joins as VP of Product Marketing, where he is leading the product marketing organization to help customers discover, trial, purchase, and advocate Klaviyo's products. Prior to joining Klaviyo, Sahil ran product marketing for the Qualtrics platform and services.

Shannon Tatz joins as VP of Finance and Investor Relations. Prior to joining Klaviyo, Shannon ran Investor Relations and Corporate Development for Auth0, an identity management platform.

Vivek Punjabi joins as VP of Go-To-Market Operations where he is leading the creation of a comprehensive Go-To-Market Revenue Lifecycle spanning Sales, Customer Success, and Partnerships in close collaboration with Product, Marketing, and Finance. Prior to joining Klaviyo, Vivek led GTM Ops, Strategy, and Enablement at Calendly, a scheduling platform.

Carmen Lam joins as VP of Internal Audit and Compliance where she is building the audit and compliance framework at Klaviyo to provide assurance and advisory services through collaboration with cross functional teams focused on governance, risk management processes and controls. Prior to joining Klaviyo, Carmen led Internal Audit at Slack, a workplace collaboration platform.

Mohan Kasibhatla joins as VP of Pricing where he is focused on developing Klaviyo's pricing function, ultimately shaping the Company's growth trajectory. This includes defining pricing and packaging for different customer segments, new products, international markets and deal pricing support. Prior to joining Klaviyo, Mohan led Pricing Strategy at ServiceNow.

Klaviyo serves more than 90,000 paying customers ranging from small businesses to Fortune 500 companies, in more than 147 countries. Headquartered in Boston, the company now has more than 1,000 employees. It has raised $678 million in funding to date, from lead investors Summit Partners and Accel with recent participation from other investors such as Whale Rock Capital, Counterpoint Global and Lone Pine Capital. Klaviyo continues its rapid growth through R&D, hiring, increased sales, customer support and international expansion. In addition, Klaviyo has been the recipient of several industry awards and recognitions as of late, including Glassdoor's 'Best Place to Work' in 2022, The Boston Globe's 2021 Best Places to Work list of top large employers in Massachusetts, Deloitte's 2021 Technology Fast 500 list, Built In Boston's 100 Best Places to Work, 50 Companies with the Best Benefits and Best Large Companies to Work For in Boston lists, as well as Comparably's Best Company Culture and

Best CEO lists.

To learn more about Klaviyo visit www.klaviyo.com/about.

ABOUT KLAVIYO

Klaviyo is a unified customer platform that helps online brands grow on their own terms. From mom and pop shops to established brands, Klaviyo makes it easy for companies to acquire, delight and retain customers, without relying on third-parties, expensive custom integrations, or batching and blasting. With Klaviyo, brands can combine website behavior, in-store data and leverage over 250 native tech partner integrations to drive a fully unified strategy and create personalized email, SMS and advertising experiences. Innovative companies like Unilever, Bonobos, Taylor Made, and Citizen Watches sell more with Klaviyo. Learn more at www.klaviyo.com.