# Klaviyo Welcomes Jamie Domenici as Chief Marketing Officer

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Former GoTo CMO and Salesforce executive tapped to lead global marketing strategy

Boston, August 7, 2023 – **Klaviyo**, a marketing automation and customer data platform that drives revenue growth for businesses of all sizes, today announced that Jamie Domenici has joined the company as its Chief Marketing Officer. Reporting to **president Steve Rowland**, Jamie will lead all of Klaviyo's global strategic marketing initiatives including brand management, communications, content, product marketing and performance marketing.

Jamie joins Klaviyo from GoTo where as CMO she led a company-wide transformation through the rebranding from LogmeIn to GoTo. She also played a key role In evolving the go-to-market strategy, revitalizing the eCommerce and PLG businesses and establishing marketing infrastructure best practices. Prior to her role at GoTo, Jamie held various roles across marketing and customer success during her decade at Salesforce.

"As both an enterprise and SMB marketer, I know firsthand how complex the data landscape has become – and that personalized experiences help businesses win and scale," said Jamie Domenici, CMO of Klaviyo. "Klaviyo has built a modern and intuitive platform to help do exactly that. I'm so excited to work for a customer-first company, filled with ambitious and passionate people who want to help creators and businesses grow. I'm looking forward to being part of this journey."

"Jamie's proven track record at companies like GoTo and Salesforce solidify her position as a visionary marketing strategist and force in driving transformative growth for industry-leading organizations," said Steve Rowland, president of Klaviyo. "But beyond that, Jamie is a builder. I'm confident that not only will she help Klaviyo build a world class marketing organization that inspires our customers and partners, she'll also inspire all Klaviyos as we continue on our mission to help creators own their destiny."

## ABOUT KLAVIYO

Klaviyo (Clay-vee-oh) is an intelligent marketing automation platform that enables businesses to centralize and use

every piece of their customer data. With Klaviyo, businesses can combine customer data with more than 300 integrations to automate personalized email and SMS communications that make customers feel seen. Klaviyo makes it easy—no need to start from scratch, piece together multiple platforms, or rely on third-party marketplaces and ad networks. From mom-and-pop shops to established companies, innovative businesses like Dermalogica, Living Proof, Citizen Watch, and more than 110,000 other paying users leverage Klaviyo to acquire, engage, and retain customers—and grow on their own terms. Learn more at klaviyo.com.