Klaviyo Welcomes Josh Siegel as Vice President of Text Messaging

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Siegel brings extensive B2B, SaaS and leadership experience as the Company continues investment in SMS

BOSTON, February 8, 2022 — **Klaviyo**, a leading customer data and marketing automation platform, today announced that Josh Siegel has joined the company as vice president of text messaging. In this new role, Siegel will be responsible for scaling the company's SMS business and further establishing the solution as an important communications channel for e-commerce brands and other companies.

Klaviyo's SMS marketing product was introduced in 2020 to give e-commerce retailers a faster, more personal way to reach customers and initiate conversations when they are most likely to engage with the brand. The recent addition of Conversations, which enables real-time text responses within the platform, to Klaviyo's SMS marketing platform improved the mobile-first experience and further personalized brand and customer exchanges.

"Josh's extensive experience across product, marketing and operations roles, as well as his proven ability to scale SaaS companies, made him the perfect fit to help grow our SMS business," said Mike McLaughlin, chief customer officer of Klaviyo. "Now more than ever, e-commerce companies are focusing on how to strengthen customer relationships and grow their brands through deeply contextual communications and experiences. Our opportunity to capture market share through our existing and expanded SMS marketing platform is immense, and we've assembled an exceptional team to help turbo-charge our next phase of growth."

"I am grateful to join the Klaviyo team at such an exciting time in the company's evolution," said Siegel. "SMS is a relatively new, yet highly efficient and effective customer communications tool, and Klaviyo's leading, data-driven platform powers easy-to-use and measurable omni-channel communications that ultimately help businesses achieve strong ROI. I look forward to helping Klaviyo customers further tap the potential of texting to serve and connect with their customers, and grow their business."

Siegel brings over 20 years of software product, marketing, and operations experience to the Company. Prior to joining Klaviyo, Siegel was Chief Product Officer at EZ Texting, a SaaS provider of SMS marketing solutions for

business users. In this role, Siegel led the product vision and roadmap for EZ Texting's leading SMS communication and marketing platform, grew and managed the product, product marketing, engineering, UX design, and carrier relationship teams, and operationalized key processes across the company. Previously, Siegel was the GM and SVP of Subscription and Data Products Group at Gannett, parent company of the USA Today Network, where he built and managed high-performing teams and implemented new roadmap management processes. Prior to Gannett, Siegel spent nearly five years transforming the SaaS product portfolio at ReachLocal, a leading provider of digital marketing solutions for SMBs.

As text message marketing becomes an owned channel powerhouse, customers are demanding partners that take compliance and deliverability seriously. Klaviyo is committed to helping its customers own their growth, which means investing in the channels they directly control—and welcoming a new VP of SMS is part of that investment. Additionally, the company is proud to have recently joined both CTIA, a US-based association that advocates for mobile policies, encouraging innovation and investments in the wireless industry's growth at the federal, state, and local levels, and the CWTA, the authority on wireless issues, developments and trends in Canada. Klaviyo remains dedicated to compliance, deliverability, the future of the cellular industry, and most importantly, to helping its customers grow their businesses and build deeper relationships—all without sacrificing ownership.

ABOUT KLAVIYO

Klaviyo is a leading marketing automation platform dedicated to accelerating revenue and customer connection for online businesses. Klaviyo makes it easy to store, access, analyze and use transactional and behavioral data to power highly-targeted customer and prospect communications. With over 90,000 paying customers, the company's hybrid customer-data and marketing-platform model allows companies to grow by fostering direct relationships with customers, without giving up their valuable data to popular big-tech ad platforms. Innovative companies like Unilever, Custom Ink, Living Proof and Huckberry sell more with Klaviyo. Learn more at **www.klaviyo.com**.