# The Boston Globe Names Klaviyo CEO Andrew Bialecki to Inaugural Tech Power Players 50 List

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List celebrates individuals driving innovation and technology in Massachusetts

BOSTON, MA — May 17, 2022 — **Klaviyo**, a unified customer platform, today announced it's co-founder and Chief Executive Officer Andrew Bialecki has been named to the **Tech Power Players 50**, a list of the most influential people in the Massachusetts technology scene, as ranked by the Boston Globe's business journalists and an external advisory committee.

The Tech Power Players 50 recognizes the honorees' career impact on technology and business, taking into account their tech-specific contributions and innovations during the pandemic. The advisory committee and the Globe's newsroom also considered each leader's activity in the Massachusetts tech community and the degree to which they are engaging with local efforts to promote diversity, equity, and inclusion.

Individuals named to the list reflect the breadth of the industry from venture capital to entrepreneurs, from startups to big companies, from universities to mentorship programs. The honorees are placed into one of five groups, which, in its inaugural year, helps frame the list by paying homage to local leaders who have built the foundation of Massachusetts' tech hub and those who are on the rise.

"It's been incredible to watch Boston become one of the most innovative tech hubs in the country. I'm honored to call it home – and have Klaviyo headquartered here," said Andrew Bialecki. "I'm humbled to be recognized alongside local innovators like Brian Halligan, Corey Thomas and Niraj Shah, and look forward to continuing our work to improve the human experience through technology."

"Massachusetts is a global leader in technology, and we have seen incredible innovation coming from our region," said Greg Huang, the Globe's Business and Tech editor. "Ultimately, we wanted the list to tell a story about the local scene and where it is headed, and so the people we selected show the deep roots of our tech community and the new wave of thinkers who will continue to make our region a hub for innovation."

In evaluating candidates for the list, the Globe convened a dozen local leaders in business and technology to serve as advisors alongside the Globe's newsroom, including Kent Bennett; Cait Brumme; Desh Deshpande; Linda Henry; Scott Kirsner; Midori Morikawa; Eric Paley; Karyn Polito; Jody Rose; Katie Rae; Tom Ryden; and Greg Shell. The committee and the Globe's newsroom submitted over 150 nominations and scored candidates based on their business impact – in terms of value created, revenue, number of jobs – and their broader influence in the tech community – in terms of ideas, reputation, and mentorship.

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

## ABOUT KLAVIYO

Klaviyo is a unified customer platform that gives online brands direct ownership of their consumer data and interactions, empowering them to turn transactions with customers into long-term relationships—at scale. With Klaviyo, brands can combine customer data with more than 250 native 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 brands like Unilever, Living Proof, Solo Stove, Citizen Watches, and more than 90K other paying users leverage Klaviyo to acquire, engage, and retain customers—and grow on their own terms. Learn more at klaviyo.com.

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