

Cision Announces Kevin Akeroyd as Global Chief Executive Officer

Peter Granat Appointed to Executive Chairman

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CHICAGO, Aug. 8, 2016 /PRNewswire/ -- [Cision](#), a leading global media intelligence and communications solution provider and portfolio company of [GTCR](#), announced that Kevin Akeroyd has been named global chief executive officer (CEO), effective today. Akeroyd succeeds Peter Granat, who established the company's position as a global public relations and marketing cloud leader, and will transition to chairman of the Cision Board of Directors.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7896951-cision-kevin-akeroyd-new-global-ceo/>

Akeroyd has more than 25 years of experience in reshaping modern digital, social and mobile marketing globally. Most recently he was general manager and senior vice president at Oracle Marketing Cloud where he orchestrated and executed the industry's most prolific acquisition strategy, including Marketing Automation, Omni-Channel Campaign Management, Web Personalization, Content Marketing, DMP, Mobile Marketing, Data, and X-Device Orchestration.

Under Akeroyd's leadership, Oracle went from a non-entity to the #2 player in the entire industry in under three years, growing the business in 29 countries globally, and boasting the highest organic growth rate of all the major Marketing Cloud providers rate three years running. Integrating the solutions and the go-to-market, Akeroyd and Oracle created the Enterprise Marketing Platform category and have led it from the onset.

Prior to Oracle, Akeroyd held senior leadership positions at companies including Data.com, Salesforce.com, RR Donnelley, and Jigsaw, exemplifying his immense knowledge of the cloud and marketing industries, strong leadership, and ability to deliver exceptional results.

Akeroyd's leadership scale and deep domain expertise in acquisition integration, marketing software and content services, make him a perfect fit to move Cision forward on the next step of its accelerated growth journey.

"Peter Granat has been an innovative leader with a proven track record of success, and I am grateful for his work to bring the company to such an elite position of strength in the industry," said Kevin Akeroyd. "I look forward to working with Peter and the entire Cision team in the company's ongoing efforts to deliver innovative products and services to marketing and communications professionals."

Under Granat's leadership, strategy and vision, Cision has grown from \$130 million in revenue to over \$630 million in revenue, and has completed five acquisitions in the last two years to become the global market leader in media intelligence and content distribution services.

"I've been honored to lead the Cision team during such an exciting period of growth for the company," said Peter Granat. "I look forward to working with Kevin and this remarkable Cision team in my new role as chairman of the board."

About Cision:

Cision is a leading global media intelligence company, serving the complete workflow of today's communication professionals. Offering the industry's most comprehensive PR, IR and social media software, rich analytics, content distribution, and influencer outreach, Cision enables clients to engage audiences, enhance campaigns and strengthen data-driven decision making. Cision solutions include PR Newswire, Gorkana, PRWeb, Help a Reporter Out (HARO) and iContact brands. Headquartered in Chicago, Cision serves over 100,000 customers in 170 countries and 40 languages worldwide, and maintains offices in North America, Europe, Asia, Latin America and Australia. For more information, visit www.cision.com or follow [@Cision](#) on Twitter.
