

Cision Expands Executive Leadership Team

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Addition of Technology Industry Veterans Will Propel Company Transformation

CHICAGO, Sept. 22, 2016 /[PRNewswire](#)/ -- Today, Cision is excited to announce two new significant additions to the Executive Team. Former PwC and Microsoft alum Sean O'Driscoll joins Cision as Chief Strategy and Insights Officer (CSO). He will lead Corporate Strategy, Corporate Development, Business Development, Customer Success, Managed Services and Insights. Robert Coppola - former CIO at S&P Global - also joins as Chief Information Officer (CIO), responsible for managing and enhancing Cision's technology capabilities and security posture on a global basis.

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"As we continue to build our vision for creating the next generation Communication platform, we are investing heavily in new capabilities and infrastructure in order to provide our clients new levels of sophistication, measurability and performance," said Cision CEO Kevin Akeroyd. "Sean and Bob are proven innovators in the largest scale, and have the experience and leadership to help Cision enhance the way we serve our clients and more importantly, help our clients innovate and demonstrate value within their companies."

"I couldn't be more excited to join Cision at this stage in their business," said O'Driscoll. "Cision's acquisitions have created an innovative, next-generation platform that leads the market and we will only further extend our capabilities."

Coppola added: "Cision is the global leader in media intelligence and content distribution. I look forward to unlocking more of the company's potential through the use of technology and analytics."

O'Driscoll joins Cision from PricewaterhouseCoopers (PwC) where he was a key Partner with global leadership responsibilities for Digital Transformation, Social and Community Technologies practices. Sean also ran his own Agency, Ant's Eye View, and has held several senior leadership positions at Microsoft including General Manager of their MVP Program and Community Support organization.

Prior to joining Cision, Coppola spent four years with McGraw-Hill Financial as the Chief Information and Technology Officer for S&P Capital IQ and S&P Dow Jones Indices, a leading provider of ratings, benchmarking and analytics in the global capital and commodity markets. He was responsible for driving the overarching technology strategy, architecture and development in addition to evolving multiple silo-based teams into one global operating team. Bob has also held leadership positions with Thomson Reuters and Bloomberg LP.

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.

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