

Cision Broadens World Class Executive Team to Drive Company's Vision

Technology and Analytics leader broadens team to lead transformation of communications and earned media industries

PR Newswire
CHICAGO

CHICAGO, Nov. 30, 2016 /PRNewswire/ -- [Cision](#), a leading media communication technology and analytics company, today announced additions to its executive staff who will fill the roles of Chief Marketing Officer, Chief Data and Research Officer, Senior Vice President of Global Partnerships and Senior Vice President of Services Strategy and Operations. The decision to bring on the incoming executives strategically aligns with the company's commitment to leading a data and technology revolution in the earned media and marketing communications industry.

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The new executive hires hail from notable companies such as Oracle Marketing Cloud, Marketo, PwC, Webex/Cisco, and collectively share a range of experience in product marketing, go-to-market strategy, enterprise sales in the ad-tech and digital marketing industries, business development, and industry and management consulting. These C-Suite and SVP appointments fall on the heels of the October launch of the [Cision Communication Cloud™](#), the first integrated platform of its kind in the communications industry to bring the power of the cloud to earned media and incorporate many of Cision's award-winning technologies into one comprehensive platform.

"We're very excited to bring on this team of individuals who have a remarkable amount of experience in an array of industries including tech, communications, marketing, analytics, professional services and more," said Kevin Akeroyd, CEO of Cision. "They have firsthand experience in transforming industries using data and tech, including paid and owned media -- now, we're ready to do it again for earned media at Cision."

New hires include:

- **Chris Lynch, Chief Marketing Officer** - Lynch oversees Cision's global marketing teams. Serving as Chief Marketing Officer, Lynch is responsible for Cision's global marketing strategy -- spanning communications, product and digital marketing. Previously, Lynch ran product marketing and go-to-market strategy for Oracle's Marketing Cloud business. Based in San Francisco, Lynch attended [Northeastern University](#) where he received his Bachelor of Arts in [Journalism](#). Follow him on Twitter [@cglynch](#).

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- **David Barker, Chief Data and Research Officer** - Barker oversees Cision's earned marketing cloud vision and innovation through use of integrated data both within Cision's technologies and across Cision's broad partner ecosystem. Previously Vice President of Media and Ad Tech Sales at Oracle Marketing Cloud, he has also held positions with Turn, Accenture and Omniture. Experienced in driving go-to-market offerings and sales for small, medium and large-sized enterprises in the ad tech and digital marketing industries, Barker has specialized in finding technology value relevant to clients through diverse sets of technology capabilities and services, building strategies that utilize innovative capabilities to fill industry gaps, leading companies through rapid times of growth, and driving new offerings in highly fragmented and competitive market landscapes. Based out of NYC, Barker holds an MBA from Columbia University and a Bachelor of Science in Engineering from Cornell University.

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- **Emir Lindo, Senior Vice President, Global Partnerships** - Lindo develops and drives the strategy for how Cision engages with partners to extend reach and impact with the platform. Previously Vice President of Alliances at Marketo and Director of Business Development at Badgeville, Lindo has also held positions with SAP, Oracle and Siebel. Based in Palo Alto, he attended the [University of California at Los Angeles](#) where he received a Bachelor of Arts in English. Follow him on Twitter [@EmirLindo](#).

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- **Dustin Johnson, Senior Vice President, Services Strategy and Operations** - Johnson is responsible for transforming Cision into a truly global business in every sense of the word. His priorities are Global P&L, synergies responsibilities and shaping the company vision and roadmap. He previously served as the Managing Director at PwC and has over 17 years of industry and management consulting experience. Based in Seattle, Johnson holds a Bachelor of Science, [Business Administration](#), [Information Systems from Brigham Young University](#).

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The appointment of the new executive staff also follows [Cision's August CEO announcement welcoming Kevin Akeroyd](#), former GM of Oracle Marketing Cloud, and the [acquisition of PR Newswire](#), which was completed in June of this year.

About Cision:

Cision is a leading media communication technology and analytics company that enables marketers and communicators to effectively manage their earned media programs in coordination with paid and owned channels to drive business impact. As the creator of the Cision Communication Cloud™, the first-of-its-kind earned media cloud-based platform, Cision has combined cutting-edge data, analytics, technology and services into a unified communication ecosystem that brands can use to build consistent, meaningful and enduring relationships with influencers and buyers in order to amplify their marketplace influence. Cision solutions also include market-leading media technologies such as PR Newswire, Gorkana, PRWeb, Help a Reporter Out (HARO) and iContact. Headquartered in Chicago, Cision serves over 100,000 customers in 170 countries and 40 languages worldwide, and maintains offices in North America, Europe, the Middle East, Asia, Latin America and Australia. For more information, visit www.cision.com or follow [@Cision](#) on Twitter.

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