



**ACT-ON RELAUNCH
SPOKESPEOPLE BIOGRAPHIES**



Kate Johnson, CEO

Joined Act-On in: 2015

Kate Johnson is chief executive officer of Act-On and oversees the strategic direction of the company. Johnson is a seasoned executive with more than 20 years of experience at public and private high-tech and software companies. Prior to being named CEO, Johnson served as chief financial officer for Act-On, a role in which she was responsible for all financial, accounting, planning, and human resource aspects of the business. Prior to joining Act-On, Kate spent six years as chief accounting officer and vice president of finance for Jive Software. During her tenure, she played a leading role in the company's IPO process including building a global finance and accounting organization that supported and scaled with the company from \$20 million in revenue to over \$175 million. Johnson graduated from Oregon State University.



David Greenberg, Senior Vice President of Marketing

Joined Act-On in: 2019

David Greenberg is the senior vice president of marketing at Act-On. Greenberg is a self-proclaimed brand loyalty enthusiast and brings more than 20 years of marketing leadership experience in high-growth technology organizations to the table. An early adopter of MarTech, he uniquely understands the challenges modern marketers face and strives to be an advocate and resource for growth marketers everywhere. With a firm belief that customers are more than just sales leads, Greenberg ensures all aspects of Act-On's marketing and growth strategies are rooted a memorable brand experience.



Bill Pierznik, Chief Operations Officer

Joined Act-On in: 2015

Bill Pierznik is chief operating officer of Act-On and oversees the day-to-day priorities for the product, engineering, customer success and legal teams. Pierznik has broad experience from fast-growing, software-as-a-service technology companies, and he brings his complementary expertise to the other members of Act-On's senior leadership team. Prior to being named COO, Pierznik Bill served Act-On as general counsel and senior vice president, business development, where he oversaw the company's strategic partnerships and managed its global legal function. Bill brings more than 15 years of leadership in the areas of legal expertise, operations, business development, corporate development, technology partnerships and ecosystem relationships.



Aaron Johnson, Chief Product Officer

Joined Act-On in: 2019

Aaron Johnson is Act-On's chief product officer and leads Act-On's product organization, spearheading engineering, technical operations, product management, design, QA and security. He has more than 20 years of experience in software engineering, engineering management, and product management that ranged from 20-person startups to multi-billion dollar publicly traded companies.



Kevin Williams, Senior Vice President of Customer Success

Joined Act-On in: 2018

Kevin Williams is Act-On's senior vice president of customer success. Williams passionately leverages his more than 15 years in consulting, professional services, and support to ensure customers achieve their objectives and get the ROI they need from their marketing tools.

Williams joins Act-On from Aurea where he was vice president of customer success, and prior to that he was vice president of global customer support at Jive Software. While at Jive Software, he was a key player in the company winning the Association of Support Professionals' "Top 10 Best Support Websites" award three times.