



**Media Contact:**

Kate Gundry  
617-797-5174  
[press@sailthru.com](mailto:press@sailthru.com)

**Sailthru Hires Amy Shapero as Chief Financial Officer;  
Omnichannel Personalization Platform Continues to Deepen Executive Team**

**New York City - March 4, 2015** - [Sailthru](#), the leader in driving customer lifetime value through personalization, today announced that Amy Shapero has joined the company as Chief Financial Officer. With extensive finance and strategy experience in rapidly changing environments that combine complex information and dynamic technology-based solutions, Shapero has a track record of delivering growth and creating value. She brings experience with publicly traded and private companies that provide insight, value-added services and workflow automation that involve big data, information and analytic services, software, digital platforms and cloud services. Shapero's hire enriches the Sailthru executive team as the company meets the global demand for omnichannel personalization technology from ecommerce and media brands.

Prior to joining Sailthru, Shapero served as Senior Vice President overseeing Strategy, Corporate Communications and Corporate Development at DigitalGlobe (NYSE: DGI), a big data company providing high resolution satellite images and geospatial services. At DigitalGlobe, she was instrumental in scaling the business to a \$3 billion enterprise value. Prior to DigitalGlobe, Shapero served as Chief Financial Officer of Spot Trading, a private financial technology company specializing in algorithmic options pricing and trading. Prior to Spot, Shapero was the Chief Financial Officer of Standard & Poor's, a \$2 billion business unit of The McGraw-Hill Companies, a publicly traded global diversified information services company.

"The demand for next generation personalization technologies is increasing daily. Marketers are smart, they know that, to win today, they need to provide the highest level of customer experience to drive up engagement and customer lifetime value," said Neil Capel, Chief Executive Officer and Founder of Sailthru. "Sailthru is the only choice for global marketers seeking to personalize the customer experience at every touchpoint and over time. As we meet the growing need for our solution, we similarly need to scale our own operational intelligence and capabilities. Amy has deep financial and strategic experience with both private and publicly traded organizations; we're thrilled that she is joining our team at such a critical point in our own growth trajectory."

"The marketing technology space is quickly evolving and with the explosive growth across the industry, Sailthru is rising to the top to become a leading force in delivering the next generation of customer experience. Sailthru is the only company I've seen that truly creates an omnichannel customer data asset," said Shapero. "I'm thrilled to join such an exceptional team and I'm looking forward to bringing my experience to bear at Sailthru to continue its rapid growth."

Earlier in her career, Shapero held senior positions at Goldman Sachs and other top-tier investment banks, where she completed \$18 billion of corporate finance and M&A transactions for growth

companies. She holds a Bachelor of Science in Accountancy from the University of Illinois and a Master of Business Administration, Finance from the University of Chicago Booth School of Business.

### **About Sailthru**

Sailthru, the leader in driving customer lifetime value through personalization, is driving a major shift in how companies engage with their individual customers and optimize their revenue opportunities. Through the automated analysis of large data sets, Sailthru Smart Data™ generates and delivers personalized, omnichannel digital brand experiences. Sailthru-powered 1:1 relationships with consumers drive higher revenue and conversion for more than four hundred enterprises including Mashable, Rent the Runway, Alex and Ani, Thrillist/JackThreads, Everlane, Huffington Post and Business Insider.

Founded in 2008 by Neil Capel, Ian White and Chris Chapman and headquartered in New York City, Sailthru is recognized for its industry-leading practices promoting consumer privacy and security by the Online Trade Association (OTA) and is on their 2014 Honor Roll. Sailthru has been named #30 on the annual Inc. 500|5000 list of the fastest-growing private companies including #2 in NY and #6 in the advertising and marketing category. For more information, please visit [www.sailthru.com](http://www.sailthru.com).