

Claravine Appoints Justin Shepard as its First Chief Financial Officer



The Data Standards Cloud Company continues to accelerate its growth by adding to its executive leadership team

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Claravine, a pioneer in data integrity for the global enterprise, has appointed Justin Shepard as its first Chief Financial Officer (CFO). The newly added role supports the continued growth of Claravine and the increasing demand for its Data Standards Cloud platform within the enterprise. This demand is being driven by disruption in digital advertising and marketing being driven by increased data compliance needs, campaign measurement challenges due to signal loss and a heightened focus on first-party data.

Shepard joins Claravine's executive team with CFO experience from Flytedesk, the largest campus advertising technology network in the US; Clear Ballot Group, leading provider of government technology solutions that increases trust and transparency for the backbone of America's democracy; and Brand Networks, a social marketing and advertising technology company. Shepard will play a key role in the effective running of the business' finance, strategy and operations functions. Shepard will report to Claravine's CEO Chief Executive Officer, Verl Allen.

"Claravine has had an incredible amount of momentum over the past year, with its goal being to continue transforming the way brand marketers and agencies manage and action data to deliver the greatest impact on the businesses they serve," said Shepard. "I'm excited to join this incredible team and help enable further growth for the business in the years ahead."

Founded in 2012, Claravine empowers a proactive approach to data by activating standards across people and technology – bridging the silos that limit speed and decisions. The company has forged successful partnerships with well-known Fortune 1000 companies such as Under Armour and Ancestry and is currently working with a quarter of the Fortune 100. With a collaborative user interface and strategic integrations with top customer experience platforms such as Adobe and Google, Claravine's platform, The Data Standards Cloud®, helps global organizations define, apply and connect standards across their ecosystem for faster decisions, greater agility and increased ROI.

"Justin's wealth of experience is exactly what we're looking for during this period of growth at Claravine. His diverse background in a wide range of senior finance roles as well as his keen passion in data and analytics makes him a perfect fit for our company and team," said Verl Allen, CEO of Claravine.

Shepard's appointment to Chief Financial Officer comes soon after Claravine's [2022 AdExchanger Award win](#) for Best Data Technology and the Claravine's recognition as a cool vendor in [2022 Gartner Cool Vendors in Marketing Data and Analytics report](#). Claravine also expanded [its integration library](#) this year in an effort to be compatible with more of the major platforms including Google Ads, Snapchat Ads and Pinterest Ads Manager.

About Claravine

Claravine is a pioneer in Data Integrity for the global enterprise. We empower a proactive approach to marketing measurement by activating data standards across people and technology, bridging the silos that limit speed and decisions. That's why nearly a quarter of the Fortune 100 use our platform, The Data Standards Cloud, to define, apply and connect standards across their ecosystem for faster decisions, greater agility, and increased ROI. www.claravine.com

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