

CleverTap appoints Benjamin Roodman as Vice President, Partnerships, North America



NEWS RELEASE BY CLEVERTAP

Mountain View, Calif. | May 04, 2023 07:00 AM Pacific Daylight Time

CleverTap, the all-in-one engagement platform, named Benjamin Roodman as Vice President, Partnerships for North America. In his new role, Benjamin will lead CleverTap's channel and technical partner strategy – developing and managing relationships to drive CleverTap's growth within the region.

With over two decades of experience across the board, Benjamin has spent the past 13 years strengthening relations with business and channel partners. His appointment will help CleverTap build a more fruitful partner ecosystem within North America and further cement their position as market leaders in the region.

Benjamin joins CleverTap from AppsFlyer where he was the AVP of Business Development. In his previous roles he has led partnerships across mobile SaaS, digital advertising, and cloud platforms. He is well versed in mobile growth platforms with a notable aptitude for analytics.

"We are thrilled to have Benjamin on board. With the wealth of knowledge and experience he brings to the team, he will help drive growth in North America – a key-market for us," said Momchil Kyurkchiev, Chief Strategy Officer at CleverTap. "Our channel and technical partners are an integral part of our growth strategy. To establish a robust partner ecosystem, it is crucial to collaborate with them and incorporate tools that offer innovative solutions to unanticipated issues. I am confident that with Benjamin's appointment we will continue to build a world-class partner ecosystem and drive value for our customers."

"I am ecstatic to embark on this new journey and make a measured impact with CleverTap. A strong foundation in North America, and a burgeoning partner ecosystem, are a testament of CleverTap's commitment within the region. At CleverTap, we understand the importance of building a robust partner network to further penetrate markets and provide exceptional service to our customers," said Benjamin. "I look forward to working closely with our partners to develop innovative solutions that meet the evolving needs of our customers and accelerate their success. Together we will

continue to drive innovation, foster collaboration, and build a stronger base for our expansion.”

About CleverTap

CleverTap is the all-in-one customer engagement platform that helps brands personalize and optimize all consumer touch points to improve user engagement, retention, and lifetime value. It's the only solution built to address the needs of retention and growth teams, with audience analytics, deep-segmentation, multi-channel engagement, product recommendations, and automation in one unified product.

The platform is powered by TesseractDB™ – the world’s first purpose-built database for customer engagement, offering both speed and economies of scale.

CleverTap is trusted by 2000 customers, including Electronic Arts, TiltingPoint, Gamebasics, Big Fish, MobilityWare, TED, English Premier League, TD Bank, Carousell, AirAsia, Papa John’s, and Tesco.

Backed by leading investors such as Sequoia India, Tiger Global, Accel, and CDPQ the company is headquartered in Mountain View, California, with presence in San Francisco, New York, São Paulo, Bogota, London, Amsterdam, Sofia, Dubai, Mumbai, Singapore, and Jakarta.

For more information, visit clevertap.com or follow on LinkedIn and Twitter.

Forward-Looking Statements

Some of the statements in this press release may represent CleverTap's belief in connection with future events and may be forward-looking statements, or statements of future expectations based on currently available information. CleverTap cautions that such statements are naturally subject to risks and uncertainties that could result in the actual outcome being absolutely different from the results anticipated by the statements mentioned in the press release.

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