

# Zesty.ai Builds Upon Record-breaking Commercial Success with Key Strategic Growth Hire



Seasoned sales executive John Burega joins Zesty.ai as Chief Revenue Officer

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**Zesty.ai**, the leader in property analytics powered by Artificial Intelligence (AI), today announced that John Burega has joined the company as Chief Revenue Officer. Mr. Burega is a seasoned sales leader with a proven track record of rapidly scaling an insurance technology company with a successful exit to CoreLogic. Mr. Burega will be responsible for executing Zesty.ai's sales strategy while building upon the company's tremendous customer momentum from the past few years.



John Burega

"We're humbled by the growth we've experienced as insurance carriers across the globe have embraced AI to better understand property valuation and manage risk," said Attila Toth, Founder &

CEO of Zesty.ai “The strong market demand makes it critical to have a veteran leader like John at the helm of our commercial growth. He has a proven track record of architecting industry-defining deals and building high performing sales organizations. He also has the entrepreneurial mindset to help Zesty.ai further cement our position as the leading AI platform for insurance and lead our expansion into real estate.”

Mr. Burega has 25+ years of Information Technology and Sales experience, including over a decade of helping insurers adopt new technology. He served as Executive Vice-President, Global Sales at Symbility Solutions Inc., a provider of cloud-based claims technology for the property and casualty insurance industry. At Symbility, he was responsible for driving the company’s sales initiatives and implementing its long-term strategic plan, including expansion into new geographic markets. After seeing Symbility through its successful exit, an acquisition by CoreLogic in 2018, he stayed on to architect some of the largest partnerships with leading insurance carriers worldwide.

“Insurance itself is at a critical inflection point with the adoption of artificial intelligence for rating and underwriting. The opportunity for Zesty.ai to make an immediate and measurable positive impact for customers is just starting to be realized,” said Mr. Burega. “The company’s steep growth is a clear reflection of the overarching digital transformation taking place across the industry. I look forward to helping Zesty.ai reach even greater heights in terms of market share and revenue.”

Prior to Symbility, Mr. Burega co-founded WOBILO Inc., a global technology company of social games. Before co-founding WOBILO, he served as Vice President and General Manager for Compuware, where he spent over a decade scaling multiple business units and managed operations around the globe including in Canada, the United States, and Europe.

For more information on Zesty.ai and its products, please visit [www.zesty.ai](https://www.zesty.ai).

### **About Zesty.ai**

Zesty.ai offers insurers and real estate companies access to precise intelligence about every property in North America. The company uses AI, including computer vision, to build a digital twin for every building in North America, encompassing 200B property insights accounting for all details that could impact a property’s value and associated risks, including the potential impact of natural disasters. Visit <https://zesty.ai> for more information.

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## Tags

- ZESTY.AI
- JOHN BUREGA
- ATTILA TOTH
- SYMBILITY
- WOBILO INC