



## ZoomInfo Hires Bryan Law as Chief Marketing Officer

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*Veteran Leader Brings Marketing Experience from Salesforce, Google*

VANCOUVER, Wash.--(BUSINESS WIRE)--Jul. 12, 2022-- [ZoomInfo](#) (NASDAQ: ZI), a global leader in modern go-to-market software, data, and intelligence, today announced that it has hired Bryan Law as Chief Marketing Officer.

Law will lead ZoomInfo's marketing organization and will prioritize driving demand and supporting company growth, enhancing ZoomInfo's brand awareness, and expanding ZoomInfo's thought leadership.

"I'd like to personally welcome Bryan to ZoomInfo," said ZoomInfo Founder and CEO Henry Schuck. "His wealth of leadership experience at public companies should yield immediate results for our marketing operations. I'm eager to see how he will drive leads into our revenue funnel and help us achieve our business goals."

"ZoomInfo's product offering aligns perfectly with my passion for leveraging data, analytics, and technology to best serve customers while growing a business," said Law. "I'm particularly eager to take advantage of our industry-leading [MarketingQS](#) platform to enable marketing to work hand-in-hand with sales to identify, target, and reach ideal contacts and companies."

Law brings two decades of leadership experience from his time at Salesforce, Tableau, Rackspace, Google, and Monitor Deloitte. Most recently, he served as Senior Vice President, Marketing and General Manager of eCommerce at Salesforce, which he joined through the company's acquisition of Tableau. Law and his team were responsible for driving substantial pipeline growth – primarily in the enterprise segment – in addition to supporting sales in improving deal conversion and expanding brand awareness. He held a similar role at Rackspace after initially leading strategy and serving as Chief of Staff to the CEO.

His career began in strategy, first as a consultant and then as part of the leadership for Google's central strategy team focused on sales, marketing, and partnerships. Law holds a B.A. in Psychology from Georgetown University and an MBA from the Kellogg School of Management at Northwestern.

For more information about ZoomInfo, please visit [ZoomInfo.com](#).

### About ZoomInfo

ZoomInfo (NASDAQ: ZI) is a leader in modern go-to-market software, data, and intelligence for more than 25,000 companies worldwide. ZoomInfo's revenue operating system, RevOS, empowers business-to-business sales, marketing, operations, and recruiting professionals to hit their number by pairing best-in-class technology with [unrivaled data coverage](#), accuracy, and depth of company and contact information. With [integrations](#) embedded into workflows and technology stacks, including the leading CRM, [Sales Engagement](#), Marketing Automation, and Talent Management applications, ZoomInfo drives more predictable, accelerated, and sustainable growth for its customers. ZoomInfo emphasizes [GDPR and CCPA compliance](#). In addition to creating the industry's first proactive notice program, the company is a registered data broker with the states of California and Vermont. Read about ZoomInfo's commitment to [compliance, privacy, and security](#). For more information about ZoomInfo's leading go-to-market software, data, and intelligence, and how they help sales, marketing, operations, and recruiting professionals, please visit [www.zoominfo.com](#).

### Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the federal securities laws. Forward-looking statements include all statements that are not historical facts. In some cases, you can identify these forward-looking statements by the use of words such as "anticipate," "believe," "can," "continue," "could," "estimate," "expect," "forecast," "goal," "intend," "may," "might," "objective," "outlook," "plan," "potential," "predict," "projection," "seek," "should," "target," "trend," "will," "would" or the negative version of these words or other comparable words. These forward-looking statements include, but are not limited to, any statements regarding ZoomInfo's plans for growth and the expansion of its total-addressable-market. Such forward-looking statements are subject to various risks, uncertainties, assumptions, or changes in circumstances that are difficult to predict or quantify. Accordingly, there are or will be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. These factors include but are not limited to those described under "Risk Factors" in ZoomInfo's most recent Annual Report on Form 10-K or subsequent filings with the Securities and Exchange Commission ("SEC"). Such factors may be updated from time to time in ZoomInfo's periodic filings with the SEC, which are accessible on the SEC's website at [www.sec.gov](#). These factors should not be construed as exhaustive and should be read in conjunction with the other cautionary statements that include such filings. ZoomInfo undertakes no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise, except as required by law.

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### Media

Rob Morse  
Senior Communications Manager  
[pr@zoominfo.com](mailto:pr@zoominfo.com)

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