



ZoomInfo's Latest Play: Premium Lead Sponsorship of Broadway's "Glengarry Glen Ross"

June 5, 2025

Record-breaking play's old-school grit sharply contrasts with ZoomInfo's Go-To-Market Intelligence and modern AI-powered buying signals

Key Takeaways:

- ZoomInfo is the premium lead sponsor of "Glengarry Glen Ross," a revival of the 1984 Pulitzer Award-winning Broadway play starring Kieran Culkin, Bob Odenkirk, and Bill Burr. The record-breaking performance runs at Palace Theatre through June 28.
- ZoomInfo's Go-To-Market Intelligence Platform stands in stark contrast to the chaotic boiler room sales environment of the 1970s, delivering real-time signals to modern-day sellers.

VANCOUVER, Wash.--(BUSINESS WIRE)--Jun. 5, 2025-- [ZoomInfo](#) (Nasdaq: GTM), the Go-To-Market Intelligence Platform, today announced it is the official premium lead sponsor of "Glengarry Glen Ross," the 1984 Pulitzer Award-winning Broadway play by David Mamet. The record-breaking limited engagement runs at Palace Theatre through June 28.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250605247150/en/>



Kieran Culkin and Bob Odenkirk in "Glengarry Glen Ross." Photo by Emilio Madrid, Design by Scott Pask Studio.

Taking place in the intense setting of a chaotic 1970s sales boiler room, the revival stars Kieran Culkin, Bob Odenkirk, Bill Burr, Michael McKean, Donald Webber, Jr., Howard W. Overhown, and John Pirruccello, and is directed by Patrick

Marber.

The two-time Emmy Award-winning Odenkirk has earned his first Tony Award nomination for Best Featured Actor in a Play. Producers also announced that the play recently [broke the Palace Theatre record](#) for weekly gross, generating \$2.4 million for the week ending May 11.

ZoomInfo's partnership with "Glengarry Glen Ross" highlights the dramatic shift underway in sales today, leaving behind legacy playbooks, stale CRM data, and siloed outreach in favor of faster, smarter, signal-driven execution. The sponsorship underscores ZoomInfo's position at the forefront of this transformation, as go-to-market teams move beyond legacy tactics to embrace a new standard of speed, intelligence, and coordination.

"Back then, you pleaded for good leads, now they find you," ZoomInfo Founder and CEO Henry Schuck said. "Today's reps don't need to beg, bluff, or break down doors to win. ZoomInfo gives them the GTM intelligence they need, right when they need it. For us, this partnership is a no-brainer: a go-to-market play for a go-to-market play."

Through the partnership, ZoomInfo will be featured in the "Glengarry" playbill, in the play's social media and email channels, on its website, and on lobby monitors and Palace Theatre signage. ZoomInfo will also be the leading sponsor of the show's closing party.

For more information or to purchase tickets, please visit glengarryonbroadway.com. Learn more about ZoomInfo's [Go-To-Market Intelligence Platform](#).

About ZoomInfo

ZoomInfo (Nasdaq: GTM) is the Go-To-Market Intelligence Platform that empowers businesses to grow faster with AI-ready insights, trusted data, and advanced automation. Its solutions provide more than 35,000 companies worldwide with a complete view of their customers, making every seller their best seller. ZoomInfo is a recognized leader in data privacy, with industry-leading GDPR and CCPA compliance and numerous data security and [privacy certifications](#). For more information about how ZoomInfo can help businesses with go-to-market intelligence that accelerates revenue growth, please visit www.zoominfo.com.

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