



ZoomInfo Founder and CEO Henry Schuck to Share Past Marketing Mistakes with SEMpdx

October 12, 2020

VANCOUVER, Washington--(BUSINESS WIRE)--Oct. 12, 2020-- ZoomInfo (NASDAQ: ZI):

WHO: Henry Schuck, Founder and CEO, [ZoomInfo](#)

WHAT: [SEMpdx Monthly Event – October 2020](#)

WHEN: Tuesday, Oct. 13, at 4:00 p.m. Eastern Time

WHERE: [Online](#)

WHY: At this month's virtual event, Henry Schuck, Founder and CEO of [ZoomInfo](#) (Nasdaq: ZI), a global leader in go-to-market (GTM) intelligence solutions, will present the marketing mistakes he made when developing a fast-growing technology company and bringing it public in one of the largest software IPOs of the past decade.

In Schuck's presentation, the "Top 10 Marketing Mistakes We Made Growing ZoomInfo," he'll take attendees along the journey of ZoomInfo's first 13 years, highlighting the marketing mistakes he made and the lessons learned from each of them. Throughout the 60-minute presentation, he'll cover everything marketing strategy, from brand promotion and launches to deliverability and campaign attribution.

For more information, including registration, please visit the [SEMpdx official website](#). To join the conversation on Twitter, please follow [@SEMpdx](#).

About ZoomInfo

ZoomInfo (Nasdaq: ZI) is a Go-To-Market Intelligence Solution for more than 15,000 companies worldwide. The ZoomInfo platform empowers business-to-business sales, marketing, 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. For more information about our leading Go-To-Market Intelligence Solution, and how it helps [sales](#), [marketing](#), and [recruiting](#) professionals, please visit [www.zoominfo.com](#).

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