



ZoomInfo Announces Executive Leadership Changes to Power the Next Phase of Its Rapid Growth

February 22, 2021

Chris Hays Becomes Chief Operating Officer; Hila Nir Serves as Chief Product Officer; Shane Murphy-Reuter Joins as Chief Marketing Officer

VANCOUVER, Wash.--(BUSINESS WIRE)--Feb. 22, 2021-- [ZoomInfo](#) (NASDAQ: ZI), a global leader in go-to-market intelligence solutions, today announced three executive leadership changes to drive the next phase of its rapid growth and transformation in how businesses go to market. Effective today, Chris Hays has been promoted to Chief Operating Officer, Hila Nir has been promoted to Chief Product Officer, and Shane Murphy-Reuter has joined as Chief Marketing Officer.

"We're continuing the upward momentum that we achieved in 2020 as we saw more and more customers rely on our powerful go-to-market platform to connect with more buyers and even pivot their businesses," said Henry Schuck, ZoomInfo Founder and CEO. "Chris, Hila, and Shane bring the right experience and leadership skills to build on our momentum, advance our business goals, and maximize value for our customers."

Chris Hays, Chief Operating Officer

Hays has been promoted from Chief Revenue Officer to Chief Operating Officer and now oversees the company's end-to-end go-to-market infrastructure. His responsibilities include revenue and growth, new sales, sales development, emerging products, marketing, data services, customer experience, and technology and operations.

Since joining ZoomInfo in 2016, Hays significantly increased ZoomInfo's new and existing business, grew the sales and customer success teams, enhanced customer satisfaction and retention, and established a best-in-class customer solutions service. He has also served as Vice President of Sales Operations and Senior Director of Sales and Marketing Operations.

Hila Nir, Chief Product Officer

Nir has been promoted from Chief Marketing Officer to Chief Product Officer. She successfully led ZoomInfo's marketing team for the last nine years driving the company's rapid growth, including the company's marketing strategy for its initial public offering last year.

Under Nir's leadership, the marketing team positioned the ZoomInfo brand as a market leader, driving significant growth in the company's website traffic, marketing leads, and inbound new sales. Since joining ZoomInfo in 2011, she has also served as Vice President of Product and Director of Marketing.

In her new role, Nir now oversees the company's product strategy, developing a long-term product vision and creating new solutions to automate the entire go-to-market motion. Her responsibilities encompass product management, product marketing, product business intelligence, product operations, and product design. This shift allows ZoomInfo to focus on advancing world-class products and maximizing value for customers, enabling them to go to market more efficiently and effectively.

Shane Murphy-Reuter, Chief Marketing Officer

Murphy-Reuter has joined ZoomInfo as Chief Marketing Officer and will lead digital marketing, marketing operations, content marketing, communications, events, demand and revenue generation, sales enablement, and sales solutions.

He comes to ZoomInfo with years of executive experience at companies selling data-powered software for go-to-market teams. Prior to ZoomInfo, he served as Senior Vice President of Global Marketing at Intercom, the world's first Conversational Relationship Platform. Leading a 75-person team, he overhauled numerous functions of the marketing team, including content marketing and search engine optimization.

Prior to joining Intercom, he was Vice President of North American Sales and Marketing at AdRoll, a growth marketing platform that uses a unique customer data asset to power personalized digital marketing campaigns. There, he led a 100-plus person team across sales, account management, marketing, and operations, and managed the profit and loss for North America – more than 60 percent of AdRoll's overall revenue.

For more information about ZoomInfo, please visit www.zoominfo.com.

About ZoomInfo

ZoomInfo (NASDAQ: ZI) is a Go-To-Market Intelligence Solution for more than 20,000 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. 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 our leading Go-To-Market Intelligence Solution, and how it helps [sales](#), [marketing](#), 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 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 Prospectus filed pursuant to Rule 424(b)(4) of the Securities Act on December 2, 2020. Such factors may be updated from time to time in ZoomInfo’s periodic filings with the Securities and Exchange Commission (“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,

View source version on [businesswire.com](https://www.businesswire.com/news/home/20210222005793/en/): <https://www.businesswire.com/news/home/20210222005793/en/>

Media Contact

Steve Vittorioso
Director, Communications
978-875-1297
pr@zoominfo.com

Investor Contact

Jeremiah Sisitsky
VP of Investor Relations
617-826-2068
IR@zoominfo.com

Source: ZoomInfo