



Marketing Analytics Platform

Executive Leadership Team

NYSE: MKTG

⚠ Most Challenged Company - Survival Mode



Jennifer Martinez

CEO | Age: 42

Education: MBA, Northwestern Kellogg; BS Marketing, University of Florida

Previous: VP Product, HubSpot (2017-2020); Director, Marketo

Founded: April 2019

Status: Fighting for company survival; -40% operating margin; 105% NRR (weakest); 12% churn; Series C funding critical

Challenge: *"We acknowledge the challenging road ahead. Competition is intense, differentiation is difficult, and profitability remains distant. We're fighting for every customer and working to improve our unit economics."*

Based In: Boston, MA

Chris Johnson



CFO | Age: 45

Education: MBA, MIT Sloan; BS Finance,
University of Virginia

Previous: VP Finance, Optimizely (2018-2019);
Finance Director, Adobe Marketing Cloud

Joined: June 2019

Reality: Managing \$22M/quarter burn; Runway: 12
months; Down-round risk if metrics don't improve;
Competent but overwhelmed

Based In: Boston, MA

⚠ INVESTMENT RISK WARNING:

This company faces significant challenges. Analyst consensus: HOLD with downside risk if unit economics don't improve and funding isn't secured.