



Impact Announces Creation of Chief Partnerships Officer Role and Expansion of Board of Directors

Former GM Michael Head appointed to new Partnerships executive-level position;
Former COO & Board Member of The Trade Desk joins Impact Board of Directors

Santa Barbara, Calif.—March 24, 2020— Impact, the global leader in Partnership Automation, today announced the creation of a Chief Partnerships Officer (CPSO) role within their organization. Michael Head, former General Manager of the Impact Partnership Cloud™, was promoted to fill the CPSO role, effective February 13, 2020. They also announced the appointment of Rob Perdue, former COO & board member of The Trade Desk, to Impact’s board of directors.

Head and Perdue’s appointments follow Impact’s March 2019 establishment of the Partnership Automation category, at which time the company also announced a \$75 million round of funding to support the significant growth and adoption of Impact’s Partnership Cloud platform. Shortly thereafter, the company released groundbreaking new research from Forrester Consulting proving that partnerships can represent up to 28 percent of overall company revenues when properly managed. Creation of the CPSO role is the most recent advancement in the company’s mission to drive more partnerships and ignite revenue growth for their clients.

“For Impact to continue to champion the emerging Partnership Economy, it requires the dedicated attention of dynamic executives with sales leadership, business development leadership and industry experience,” said David A. Yovanno, Impact CEO. “Mike has grown our company’s sales organization originally from a team of five, to over sixty worldwide and led breakthrough company initiatives that have helped to establish us as a respected market leader. We’re excited to have Mike’s focused executive leadership now on the new investment we plan to make as a company in a broader vision for the partnerships segment of our ecosystem.”

As CPSO and a member of the executive team, Head will be responsible for growing client partnerships, establishing new company partnerships and the overall satisfaction, retention and growth of customers. He will lead the Partnerships and Customer Success teams and will report into CEO David A. Yovanno.

“I am excited to accelerate growth for our clients, our partners and our business,” said Head. “Partnerships are the true economic engine for our company and enterprises all over the world. I am excited to work with our internal experts and champion the importance of partnerships as the third growth channel alongside sales and marketing.”

Head brings more than a decade of experience in business development to the role, with nine of those years spent at Impact closing the company’s largest deals and creating new teams. An entrepreneur at heart, his prior role was co-founder of location-based deal app, SBClick.

Rob Perdue, recently added to Impact's board, brings with him a track record of growing operations before, through and after an IPO. "With Rob's deep advertising and market industry experience, he'll be an excellent addition in this time of growth for the company," said Yovanno.

For more information on Impact and the executive leadership team, visit impact.com/about.

About Impact

Impact is the global leader in Partnership Automation and catalyst for the new Partnership Economy. Impact accelerates enterprise growth by scaling discovery, recruitment, onboarding, engagement and optimization of all types of partnerships. Impact's Partnership Cloud™ manages over \$50B in e-commerce sales and \$2B in partnership payments, providing automation for the full partnership lifecycle, confident decision making and optimization through measurement and attribution, and protection from fraud. Impact drives revenue growth for global enterprises such as Bass Pro Shops, Fanatics, Getty Images, Lenovo, Levi's, Techstyle and Ticketmaster. Founded in Santa Barbara, CA in 2008, Impact has grown to over 500 employees and twelve offices worldwide. To learn more visit www.impact.com.