

Everbridge Taps Joel Rosen as New Chief Marketing Officer

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Executive for Several Boston Technology Companies Joins Global Provider of Unified Critical Communications

BURLINGTON, Mass., February 8, 2016 —Everbridge, a global provider of SaaS-based unified critical communications solutions, today announced the addition of Joel Rosen as its Chief Marketing Officer. Rosen brings more than 30 years of marketing and company-building experience in the technology sector.

Rosen has held leadership roles at both public and private tech companies in Boston. Most recently, he served as Executive Vice President of Product and Marketing at Endurance International Group, a \$750MM provider of web solutions. He also was CEO of NaviSite as it grew from \$10MM to \$100MM in revenue, and Executive Vice President at Aspen Technology as it established category leadership and grew from \$6MM to \$250MM in revenue. Rosen also served as an advisor to Dallas-based Softlayer, where he helped scale the company through its \$2B acquisition by IBM. He was a Venture Partner at Charles River Ventures and began his career at Bain & Company.

"Joel's impressive resume as a strategic marketer and high-growth executive makes him the ideal addition to the Everbridge senior management team," said Jaime Ellertson, CEO of Everbridge. "As we continue to enhance our brand and platform, his experience will prove invaluable."

Rosen will lead the Marketing team at Everbridge and oversee the development of brand-focused initiatives and digital marketing campaigns aimed at expanding adoption of the company's existing platform.

"Everbridge has a global presence in the critical communications space and I am delighted to join its experienced management team," said Rosen. "The company's products help both people and organizations be prepared for and respond to critical situations, and I am eager to help drive increased brand awareness for Everbridge's portfolio of solutions."

About Everbridge

Everbridge is a global provider of SaaS-based unified critical communications solutions. During mission-critical business events or man-made or natural disasters, the Everbridge platform enables customers to quickly and reliably deliver the right message and reach the right people, on the right device, in the right location, at the right time. Utilizing sophisticated communications technologies, Everbridge has the ability to deliver and verify messages in near real-time to more than 100 different communication devices, in over 200 countries and territories, in multiple languages – all simultaneously. Everbridge is based in Boston and Los Angeles, with additional offices in San Francisco, Beijing and London. For more information, visit www.everbridge.com, read the company blog, www.everbridge.com/blog, and follow on [Twitter](#) and [Facebook](#).