



## Everbridge Appoints World-renowned Technologist, and “One of the Most Influential People of the 21st Century,” as Chief Customer Experience Officer to Innovate the Next Generation of Critical Event Management (CEM)

October 12, 2020

- Globally-recognized MIT-trained engineer, public company C-Level executive, award-winning designer, and celebrated author – influencing millions through his TED talks, social media and at Davos World Economic Forum – Dr. John Maeda joins Everbridge
- *Wired Magazine* stated, “Maeda is to design what Warren Buffett is to finance”

BURLINGTON, Mass.--(BUSINESS WIRE)--Oct. 12, 2020-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in critical event management (CEM), today announced the appointment of Dr. John Maeda to the new role of Chief Customer Experience Officer. As a renowned technologist and designer, Dr. Maeda will help innovate the next generation of critical event management for every stakeholder in a world where safety and resiliency standards are forever changed by the coronavirus pandemic. Recognized as one of the “75 Most Influential People of the 21st Century” by *Esquire*, Dr. Maeda brings unmatched credentials to Everbridge as an MIT-trained engineer and researcher, public company board member and C-Level executive, Silicon Valley venture capital partner, digital transformation thought leader and acclaimed TED-talk presenter who combines world-class technology and design expertise with a passion for diversity, equity, and inclusion.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20201012005215/en/>



Serving a powerful mission to keep people safe and organizations running, Everbridge was [founded](#) in the aftermath of 9/11, helping organizations manage major threats for close to 20 years since. As the pioneer of critical event management, Everbridge, and its mission, now grow in importance every day as the world navigates a generational ‘black swan’ event resulting from coronavirus. Impacting nearly every individual on the planet, COVID-19 dramatically changes how government leaders, CEOs and boards of companies, citizens, employees, public health workers, and front line emergency responders, must prepare for a variety of critical events that can impact people, operations, supply chain and brand.

“As COVID-19 remains a pervasive and persistent threat further compounded by other critical events such as hurricanes, wildfires, and cyberattacks, the importance of critical event management to all individuals and organizations continues to increase,” said David Meredith, CEO of

Everbridge Appoints World-renowned Technologist, and “One of the Most Influential People of the 21st Century,” as Chief Customer Experience Officer to Innovate the Next Generation of Critical Event Management (CEM) (Photo: Business Wire)

Everbridge. “As the pioneer and leader in Critical Event Management, Everbridge continues to elevate the experience for stakeholders at each touch point with our technology.”

Continued Meredith, “Our mission, market-leading technology, and leadership position in an increasingly relevant and critical sector, enables us to attract the very best talent to Everbridge which Dr. John Maeda represents. John’s innovative approach to digital transformation and design will be instrumental as Everbridge optimizes the experience for individuals, organizations and governments to meet the challenges and risks of an uncertain world.”

“The stakes of managing critical events well, and more proactively, have never been higher, as typified by the coronavirus,” said Dr. John Maeda. “I’m very excited to apply my experience digitally transforming how organizations communicate and solve business problems to this incredibly important area. Everbridge, as the category creator and clear leader in critical event management, offers the platform where I can have the most impact in helping to save lives and livelihoods, a truly fulfilling mission.”

Prior to Everbridge, Dr. Maeda served as Chief Experience Officer at \$11+B revenue communications and technology firm Publicis where he led their CX/DX practices to be recognized by Forrester and Gartner as Leaders. Maeda serves on the Boards of Sonos Inc. and the Cooper Hewitt Smithsonian Design Museum. He held leadership positions with Automattic, the parent company of [WordPress.com](https://www.wordpress.com) and formerly the world’s largest

all-distributed tech company; advertising agency Wieden + Kennedy; and the venture capital firm Kleiner Perkins; worked as an advisor to Google and eBay; served as president of the Rhode Island School of Design; and began his early career at MIT at the intersection of computer science and visual design.

Maeda authored several celebrated books including *How To Speak Machine*, *The Laws of Simplicity*, and *Redesigning Leadership*. He appeared as a speaker all over the world, from Davos to Beijing to São Paulo to New York, his talks for TED received millions of views, and Maeda's Twitter feed was named one of the 140 best by *TIME Magazine*.

Maeda received the White House's National Design Award, the Tribeca Film Festival's Clayton Christensen Disruptive Innovation Award for STEM to STEAM, the Blouin Foundation's Creative Leadership Award, the AIGA Medal, the Raymond Loewy Foundation Prize, the Mainichi Design Prize, the Tokyo Type Director's Club Prize, and induction into the Art Director's Club Hall of Fame.

Maeda holds BS and MS degrees in Electrical Engineering and Computer Science from Massachusetts Institute of Technology (MIT), an MBA from Arizona State University, a PhD from University of Tsukuba in Japan, and honorary doctorate degrees from Drexel University, Simon Fraser University, and Maryland Institute College of Art.

Dr. Maeda will join keynote speakers this week including a [former World Head of State](#), as well as the Director of the National Institute of Allergy and Infectious Diseases (NIAID) at the U.S. National Institutes of Health (NIH) Dr. Anthony Fauci, Virgin Group Founder Sir Richard Branson, and renowned neurosurgeon and CNN Chief Medical Correspondent Dr. Sanjay Gupta, at Everbridge's "COVID-19 R2R: The Road to Recovery" virtual leadership summit. To learn more, please visit [Everbridge's event registration page](#).

### About Everbridge

[Everbridge](#), Inc. (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate organizations' operational response to critical events in order to Keep People Safe and Businesses Running™. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events including IT outages, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, over 5,300 global customers rely on the company's Critical Event Management Platform to quickly and reliably aggregate and assess threat data, locate people at risk and responders able to assist, automate the execution of pre-defined communications processes through the secure delivery to over 100 different communication devices, and track progress on executing response plans. The company's platform sent over 3.5 billion messages in 2019 and offers the ability to reach over 600 million people in more than 200 countries and territories, including the entire mobile populations on a country-wide scale in Australia, Greece, Iceland, the Netherlands, New Zealand, Peru, Singapore, Sweden, and a number of the largest states in India. The company's critical communications and enterprise safety applications include Mass Notification, Incident Management, Safety Connection™, IT Alerting, Visual Command Center®, Public Warning, Crisis Management, Community Engagement™ and Secure Messaging. Everbridge serves 8 of the 10 largest U.S. cities, 9 of the 10 largest U.S.-based investment banks, 47 of the 50 busiest North American airports, 9 of the 10 largest global consulting firms, 8 of the 10 largest global auto makers, all 4 of the largest global accounting firms, 9 of the 10 largest U.S.-based health care providers, and 7 of the 10 largest technology companies in the world. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Abu Dhabi, Beijing, Bangalore, Kolkata, London, Munich, New York, Oslo, Singapore, Stockholm and Tilburg. For more information, visit [www.everbridge.com](http://www.everbridge.com), read the company [blog](#), and follow on [LinkedIn](#), [Twitter](#), and [Facebook](#).

### Cautionary Language Concerning Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the anticipated opportunity and trends for growth in our critical communications and enterprise safety applications and our overall business, our market opportunity, our expectations regarding sales of our products, our goal to maintain market leadership and extend the markets in which we compete for customers, and anticipated impact on financial results. These forward-looking statements are made as of the date of this press release and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as "expect," "anticipate," "should," "believe," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "could," "intend," variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: the ability of our products and services to perform as intended and meet our customers' expectations; our ability to successfully integrate businesses and assets that we may acquire; our ability to attract new customers and retain and increase sales to existing customers; our ability to increase sales of our Mass Notification application and/or ability to increase sales of our other applications; developments in the market for targeted and contextually relevant critical communications or the associated regulatory environment; our estimates of market opportunity and forecasts of market growth may prove to be inaccurate; we have not been profitable on a consistent basis historically and may not achieve or maintain profitability in the future; the lengthy and unpredictable sales cycles for new customers; nature of our business exposes us to inherent liability risks; our ability to attract, integrate and retain qualified personnel; our ability to maintain successful relationships with our channel partners and technology partners; our ability to manage our growth effectively; our ability to respond to competitive pressures; potential liability related to privacy and security of personally identifiable information; our ability to protect our intellectual property rights, and the other risks detailed in our risk factors discussed in filings with the U.S. Securities and Exchange Commission ("SEC"), including but not limited to our Annual Report on Form 10-K for the year ended December 31, 2019 filed with the SEC on February 28, 2020. The forward-looking statements included in this press release represent our views as of the date of this press release. We undertake no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.

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Source: Everbridge, Inc.