



Critical Event Management Category Leader Everbridge Makes Key Appointments to Expand its Global Marketing and Communications Functions

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- *Veteran marketing executive and MIT Sloan School of Management graduate Stacey Wu, former head of global marketing at security software leader Fortinet where she helped grow the company's market cap from \$5B to over \$20B, joins Everbridge as Chief Marketing Officer*
- *Three-time CMO and Harvard Business School graduate, Jessica Deckinger, who previously worked with major brands such as Humana, the National Football League (NFL) and JP Morgan Chase, joins Everbridge as Chief Communications Officer*

BURLINGTON, Mass.--(BUSINESS WIRE)--Nov. 24, 2020-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in critical event management, today announced two executive appointments focused on the expansion of its market-leading and global brand, as well as the continued international category creation for [critical event management \(CEM\)](#). Everbridge [pioneered CEM](#) and continues to [innovate and grow](#) the importance of the category which has taken on increased urgency due to the [COVID-19 pandemic](#). Stacey Wu, former SVP of Global Marketing at Fortinet joins Everbridge as Chief Marketing Officer (CMO), and Jessica Deckinger, former three-time CMO and veteran branding and communications executive, joins as Chief Communications Officer. Both will report directly to Everbridge CEO David Meredith.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20201124005637/en/>



Everbridge expands its global marketing and communications reach across more industries and geographies to better serve the integrated risk management challenges of organizations around the world, and to grow awareness for the importance of CEM to the safety of people and operations. As the original creator of the critical event management category, increasingly a [CEO- and Board-level imperative](#), Everbridge and its mission now grow in importance every day as the world navigates a generational 'black swan' event resulting from coronavirus. The collective experience of Ms. Wu and Ms. Deckinger will be instrumental to Everbridge's global marketing expansion for its [award-winning CEM platform](#), its [Public Warning solution](#) currently deployed to provide country-wide alerting in 11 countries, and the company's suite of [COVID-19 Shield™ Return to Work](#) and [Contact Tracing](#) solutions.

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(Photo: Business Wire)

The company also announced that Joel Rosen, who led Everbridge's global marketing and communications teams during the company's successful IPO and subsequent strong growth and pioneering of the CEM category, has decided to leave to pursue the next chapter in his career.

"Our mission to keep people safe and organizations running, coupled with our market-leading technology platform in the increasingly relevant critical event management industry, enables us to attract the [highest caliber talent](#)," said David Meredith, CEO of Everbridge. "Stacey and Jessica demonstrate our ability to hire top leaders with great credentials. They both ran marketing and communications organizations for major global brands and bring to Everbridge extensive expertise, as well as graduate degrees from MIT and Harvard, respectively."

Prior to serving as SVP Global Marketing at Fortinet, a multibillion in revenue market cap software leader securing the largest enterprise, SMB, service provider, and government organizations around the world, Stacey Wu held executive marketing leadership and global demand generation positions at Avaya and Symantec. Earlier in her career, Stacey cultivated her breadth of marketing knowledge at Check Point, NEC and HP. Stacey received a Master of Business Administration from the MIT Sloan School of Management.

"We are in the early stages of a growing market opportunity for CEM," said Wu. "I look forward to bringing my international marketing experience to Everbridge, having built and run a global demand generation engine at Fortinet that helped drive the company's rapid growth. After working in cybersecurity for over 15 years to protect consumers and businesses against digital threats, I am honored to be a part of the Everbridge mission and to further elevate the importance of the category of critical event management."

Jessica Deckinger brings over 20 years of experience in growth strategy, brand and digital marketing, communications, public relations, customer engagement, insights, and analytics, as well as human-centered experience design. She holds an MBA from Harvard Business School.

"The importance of CEM to the world's top brands including Goldman Sachs, IBM and Siemens, as well as governments and healthcare agencies around the world, was evidenced by the significant global attendance at Everbridge's recent COVID-19: Road to Recovery Symposium," said Deckinger. "I consider it a rare opportunity to join such an incredibly strong team and to be a part of a company delivering on such a powerful mission."

Last month, Everbridge hosted its "COVID-19 R2R: The Road to Recovery" virtual leadership summit featuring marquee keynote speakers including the 43rd President of the United States George W. Bush, as well as presidential advisor and 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. To learn more, go to [COVID-19 R2R: The Road to Recovery](#).

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 5,400 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, 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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