Recognizing the Importance of Critical Event Management (CEM) Amid COVID-19, Everbridge’s Dr. John Maeda Ranked 11th on LinkedIn’s 2020 Top Influencer List

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Everbridge’s Maeda joins Melinda Gates, Mark Cuban, Arne Sorenson, CEO of Marriott International, Actor & Director LeVar Burton, David Solomon, CEO of Goldman Sachs, Arianna Huffington, Erika James, dean at The Wharton School, and Eric Yuan, CEO of Zoom, as LinkedIn’s Top Voices for 2020

BURLINGTON, Mass.--(BUSINESS WIRE)--Dec. 7, 2020-- Everbridge, Inc. (NASDAQ: EVBG), the global leader in critical event management (CEM), today announced that Dr. John Maeda, Everbridge Chief Customer Experience Officer and Critical Event Management industry thought leader and global influencer, ranked #11 as a Top Voices LinkedIn U.S. Influencer, joining international luminaries Melinda Gates, co-chair of the Bill & Melinda Gates Foundation, Entrepreneur Mark Cuban, Arne Sorenson, president & CEO of Marriott International, Actor & Director LeVar Burton, David Solomon, chairman and CEO of Goldman Sachs, Author Arianna Huffington, Erika James, dean at The Wharton School, and Eric Yuan, founder and CEO of Zoom.

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The global implications of COVID-19 expose the essential need for businesses, governments and healthcare institutions across all industries and geographies to implement and deploy an integrated risk management strategy to ensure the safety of people and operations. As a CEO- and Board-level imperative, critical event management represents a vital approach to how organizations navigate potential day-to-day risks to employees and assets, while minimizing disruptions to business continuity, IT operations, supply chain and brand.

Specific to COVID-19, critical event management (CEM) changes the way organizations manage the impacts of a global pandemic. With CEM software solutions, organizations have access to the latest information on new outbreaks, transportation or production stoppages, the availability of hospital beds and personal protective equipment, vaccine distribution routes, or changes to regulations at the city, state, or country level related to quarantines. CEM enables organizations to determine which of their people, assets, customers, or supply chain routes are in the vicinity of a threat or hotspot; where their employees are traveling based on calendaring and itinerary data; and can automatically kick off response procedures and generate up-to-the-minute status reports and metrics to measure the full lifecycle of a critical event, thereby improving response times for the future.

Dr. Maeda’s global perspective on the impacts of COVID-19 have been widely shared. Recognized as one of the “75 Most Influential People of the 21st Century” by Esquire, Dr. Maeda’s vision and design expertise stems from his background 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, combined with a passion for diversity, equity, and inclusion. Dr. Maeda has authored several celebrated books including How To Speak Machine, The Laws of Simplicity, and Redesigning Leadership, and his Twitter feed ranks as one of the 140 best by TIME Magazine.

LinkedIn’s 6th annual Top Voices list uncovers the 20 U.S. Influencers who are using their voice to “help parse today’s changing world of work, navigate industries and find balance through an unprecedented year.” To compile the list, LinkedIn used a combination of qualitative and quantitative signals — including engagement (such as reactions, comments and shares across each member’s content); posting cadence; and follower growth. To see all of this year’s Top Voices around the world, click here.

Daniel Roth, Editor in Chief/VP at LinkedIn News said. “This year’s honorees asked the questions and elevated the topics that were essential to their industries, their roles and their colleagues. With so much uncertainty around them, they didn’t preach prescriptions but instead sought ideas and shined a spotlight on others. And, as a result, these professionals found the world gravitating to their voices.” LinkedIn is the #1 networking site in the world. For more information on their Annual Top Voices list, see: LinkedIn Top Voices List 2020.

Dr. Maeda spoke recently at Everbridge’s “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.
Everbridge, and its market-leading CEM Platform, has been widely recognized for its support during the coronavirus pandemic. According to data compiled by global investment firm Battery Ventures and employee feedback shared on Glassdoor, Everbridge was named the third highest-rated public cloud computing company to work for during COVID-19. Everbridge also recently received two Tech Top 50 awards from the Massachusetts Technology Leadership Council (MassTLC) during a ceremony recognizing technology companies for their success in 2020. Everbridge received the special honor of being distinguished in two categories for the year: COVID-19 Response and Business Accomplishment. Additional recognition for Everbridge includes the Best Customer Experience Award from The Help Desk Institute (HDI), a Stevie® Award in the category of “Female Executive of the Year – Business Services,” Frost & Sullivan’s Critical Event Management (CEM) Technology Leadership Award, expansion of its existing portfolio of over 160 patents with a recent new award, certification as a 2020 Great Place to Work® by the Global Authority on Workplace Culture, “Overall Best in Category” in the Emergency Mass Notification Software category for the Spring 2020 Customer Success Report, Top Enterprise IT Alerting and Incident Management Solution by IT Central Station, one of Boston’s Best Places to Work in 2020, Growth Company of the Year by the Massachusetts Technology Leadership Council, as well as the Department of Defense’s prestigious Above and Beyond Award for promoting supportive work environments for members of the U.S. National Guard and Reserve.

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. 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 automakers, 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 with additional offices in 20 cities around the globe. For more information visit www.everbridge.com

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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