

## Shopkick's Highest Company Revenue Ever Capped with Stellar C-Suite Hire

Former Intuit and Simply Hired exec Kristy Stromberg joins Shopkick as CMO

**REDWOOD CITY, Calif. – November 29, 2016** -- [Shopkick](#), the leading shopping rewards app that engages people with brands and drives in-store action, today announces Kristy Stromberg as Chief Marketing Officer as the company rides powerful momentum into the end of the year:

- Highest Q4 revenue quarter in company's history, with key holiday shopping days still to come
- 2016 YTD revenue already 50 percent higher than in 2015
- Weekly revenue generating users at the highest in company history and growing

"Kristy's experience in driving brand and customer insight will be key with users, brands, ad agencies and retailers," said Bill Demas, CEO of shopkick. "She brings decades of marketing experience in both B-to-C and B-to-B roles with companies such as Intuit and General Mills, driving product positioning, brand strategy and identity."

Prior to joining shopkick, Stromberg served as the senior vice president of marketing at jobs search engine and online recruitment site Simply Hired. There she was responsible for all facets of marketing and PR, including a complete company rebrand. Stromberg launched the company's first offline/online consumer brand campaign, improved Simply Hired's Net Promoter Score by 30 points, and built out new sales and marketing capabilities.

Before Simply Hired, Stromberg spent 12 years at Intuit, most recently as the director of marketing for the Office of the CMO where she was responsible for driving web strategy and best practices. Preceding that role, Stromberg held other senior positions including director of digital marketing & design for the Small Business Group and brand manager for QuickBooks. Stromberg has also held marketing positions at General Mills, Yahoo and HP.

"This is such an exciting time in marketing, with the traditional walls between channels crumbling," said Stromberg. "Not only can we apply the precision and measurement from online to traditional physical experiences, but at shopkick we can keep in touch with consumers throughout their day in a way that creates real engagement and connection."

### **About shopkick, Inc.**

Shopkick is the #1 shopping rewards app, creating an ecosystem of consumers, brands, and retailers driving value and insights for each. Some of our leading retail and brand partners include, American Eagle Outfitters, American Greetings, Best Buy, Clorox, Coty, Macy's, Marshalls, Nestle, P&G, Starbucks and TJ Maxx, among others. Shopkick is available for free on the iPhone from the [App Store](#) and for Android from [Google Play](#).

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