

Shopkick Announces New Chief Technology Officer

Former Deem and Coupa Executive to Lead Technical Strategy and Development

SAN FRANCISCO, May 8, 2018 -- [Shopkick](#), the leading shopping rewards app, today announces Chethan Visweswar as the company's new Chief Technology Officer.

"We have a tremendous opportunity to use technology to create more rewarding experiences for users and drive sales for retailers and brands," said Bill Demas, Shopkick CEO. "Chethan will be integral in scaling our existing capabilities and innovating on new ones, creating more value for our users and business partners."

With more than 20 years of experience in Silicon Valley building large scale enterprise SaaS applications, Visweswar brings deep knowledge in software development, mobile applications and customer adoption for travel, loyalty and enterprise companies.

Recent career highlights include:

- **Upleveling company performance:** Helping orchestrate business travel software company Deem, Inc.'s growth through product strategy and technology vision.
- **Modernizing technology:** Leading efforts on Coupa's first supplier management and analytics products and modernizing the expense product.

"I thrive on helping companies focus their technology to create the most value for their customers," said Visweswar. "I'm confident my deep experience in scaling engineering capabilities will help deliver on the long-term vision of Shopkick."

In addition to senior roles at Deem, Inc. and Coupa, Visweswar has held engineering and product roles at Merced Systems, Outerbay Technologies (acquired by HP), WebVan, Inc. and Wipro Technologies. He graduated with a bachelor's degree in computer science from Bangalore University in India.

Visweswar joins Shopkick effective May 7, 2018 and will report directly to CEO Bill Demas.

About Shopkick, Inc.

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental traffic, product visits, and sales. Some of our leading brand and retail partners include Amazon, Best Buy, Clorox, Coty, eBay, Georgia Pacific, GSK, Nestle, Purina, TJ Maxx, Unilever and Walmart, among others. Shopkick is available for free on the iPhone from the App Store and for Android from Google Play.

Press Contacts:

Katherine Madariaga
kat@thekeypr.com
(415) 602-4395