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Ibotta Appoints Kamelia Aryafar to Board of Directors

Netflix AI leader and former Google executive brings deep technical expertise in AI, commerce, and retail to Ibotta's Board

DENVER--(BUSINESS WIRE)-- Ibotta, Inc. (NYSE: IBTA), North America's leading digital promotions network, today announced the appointment of Kamelia Aryafar to its Board of Directors. Kamelia brings more than 15 years of experience researching and building AI for leading consumer and enterprise applications across consumer technology, e-commerce, and enterprise software. With her appointment, Larry W. Sonsini has stepped down from Ibotta's Board, effective November 15, 2026.

Kamelia is the Head of AI for Members at Netflix, where she leads researchers and engineers developing foundation models, data, and applications for Netflix's global membership base. Before joining Netflix, she founded and led several of Google's flagship enterprise AI products from zero to general availability, including Gemini Enterprise, Gemini Business Edition, and Vertex AI Search. Her work spanned search, recommendations, and personalization, including Google's Discovery AI suite for retail and conversational commerce agents. She has also led engineering, AI, and product as an executive at Overstock.com and worked with product teams at Etsy to integrate machine learning and AI across the organization.

"As AI reshapes the path to purchase, CPG brands need more effective strategies to reach consumers where they are and drive predictable growth," said Bryan Leach, founder and CEO of Ibotta. "Kamelia combines deep technical expertise with a practical understanding of how AI can help people discover products and make smarter purchasing decisions. Her experience will be critical as we continue to innovate on the Ibotta Performance Network to unlock incremental growth for our brand and publisher partners. We're excited to welcome Kamelia, and we thank Larry for more than a decade of service to Ibotta's Board."

"I'm passionate about building technology that helps people find what matters to them," said Kamelia Aryafar. "With its native retailer integrations and leading rewards technology platform, Ibotta has a powerful opportunity to apply AI to the way consumers discover and purchase products, while helping brands and retailers grow through more relevant and rewarding experiences. I'm excited to join the Board and contribute to the company's next chapter."

Kamelia is a board member of Integral Ad Science, The JED Foundation, the Initiative for Analytics and Data Science Standards (IADSS), the Retail Management Institute at Santa Clara University, and Women of MENA in Technology. She holds a Ph.D. and M.Sc. in computer science and machine learning from Drexel University and a B.Sc. in computer engineering from Sharif University of Technology.

About Ibotta (“I bought a...”)

Ibotta (NYSE: IBTA) is the leading provider of digital promotions for CPG brands, reaching over 200 million consumers through a network of publishers called the Ibotta Performance Network (IPN). The IPN allows marketers to influence what people buy, and where and how often they shop – all while paying only when their campaigns directly result in a sale. American shoppers have earned over $3.1 billion through the IPN since 2012. Ibotta is headquartered in Denver and has been listed as a top place to work by The Denver Post and Inc. Magazine.

Forward-Looking Statements

This press release contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Any statements relating to expectations concerning matters that are not historical facts may constitute forward-looking statements. Forward-looking statements may include, without limitation, statements regarding the anticipated benefits of Kamelia Aryafar’s appointment to the Board, the expected contributions of Kamelia Aryafar, the Company’s future strategy, growth, market position, the Company’s product performance, and the reach and impact of the Ibotta Performance Network. When words such as “believe,” “expect,” “anticipate,” “will,” “continue,” “look forward,” “outlook,” or similar expressions are used, the Company is making forward-looking statements, although the absence of these words does not mean that a statement is not forward-looking. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, it cannot give readers any assurance that such expectations will prove correct. These forward-looking statements involve known and unknown risks, uncertainties, and assumptions, and actual results may differ materially from those anticipated as a result of numerous factors, many of which are beyond the Company’s control. These and other factors are disclosed in the Company’s reports filed from time to time with the Securities and Exchange Commission, available at www.sec.gov. Readers are urged not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The Company does not intend to update any forward-looking statement contained in this press release to reflect events or circumstances arising after the date hereof, except as required by law.

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