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# Veritone Appoints Head of Communications, Business Unit Marketing Leaders

*Mission to Present Powerful, Unified Vision as Veritone Accelerates Growth Into New Global Markets*

COSTA MESA, Calif.--(BUSINESS WIRE)-- Veritone, Inc. (Nasdaq: VERI), a leading provider of artificial intelligence (AI) technology and solutions, today announced the appointment of Thor Valdmanis as Senior Vice President, Corporate Communications, Locke Truong as Vice President of Marketing for Media & Entertainment and Monetization and Ryan Bazler as Vice President of Marketing for aiWARE.

"Veritone's world-class technology is ready to take the main stage and lead the AI everywhere revolution," said Chad Steelberg, CEO of Veritone. "Adding Thor, Locke and Ryan to the team will assist us in delivering our message loud and clear: Our powerful AI operating system is ready to help usher in a new world order, a true fellowship between man and machine."

Reporting to the CEO, Valdmanis is expected to help present a powerful, unified vision as Veritone expands into new markets in the U.S., Europe and Asia.

"I am thrilled to join Veritone, a pioneer in the AI industry," said Valdmanis. "It is clear the company Chad Steelberg and his brother Ryan co-founded six years ago is accelerating innovation and growth in new global markets. My job will be to help build a brand and a business that is widely recognized as being both best-in-class and on the right side of history."

Valdmanis comes from *The Wall Street Journal* publisher Dow Jones, where he advised the CEO and led company-wide new business and branding initiatives, working closely with the company's top 250 global clients. Prior to that, Valdmanis was an adviser to global CEOs and has three decades of experience as a corporate communications executive and award-winning business journalist.

Truong previously served as head of global product marketing at Ingram Micro, leading go-to-market strategy for the world's largest cloud marketplace and most powerful commerce platform. At Ingram, he helped guide the company's transformation from a traditional wholesale distributor to a modern digital commerce business. Truong has more than 20 years of digital marketing, brand marketing and product marketing experience, from internet startups to leading brands like CarsDirect.com, OpenX and Yahoo!.

"I am excited to be leading Marketing for Veritone's Media & Entertainment and Monetization businesses," Truong stated. "AI is increasingly empowering media & entertainment companies to automate processes, increase their operating efficiencies and diversify their

content monetization. With its culture of speed, innovation and disruption, Veritone is well-positioned to lead the AI revolution.”

Bazler most recently served as director of product marketing at Kofax, where he drove innovations and programs that helped make Kofax the undisputed market leader in AI-based enterprise document capture. Bazler brings to Veritone over 20 years of software product management and product marketing experience spanning all aspects of product definition, development, and go-to-market strategy.

“Where legacy process automation companies fall short, Veritone begins, leading the real-time AI everywhere revolution with its aiWARE operating system,” said Bazler. “In my opinion, Veritone is a decade ahead of the market and accelerating. We are barely scratching the surface in terms of the transformative power of Veritone’s cognitive solutions and I look forward to helping unleash its full potential to the world.”

## **About Veritone**

Veritone (NASDAQ: VERI) is a leading provider of artificial intelligence (AI) technology and solutions. The company’s proprietary operating system, aiWARE™ powers a diverse set of AI applications and intelligent process automation solutions that are transforming both commercial and government organizations. aiWARE orchestrates an expanding ecosystem of machine learning models to transform audio, video, and other data sources into actionable intelligence. The company’s AI developer tools enable its customers and partners to easily develop and deploy custom applications that leverage the power of AI to dramatically improve operational efficiency and unlock untapped opportunities. Veritone is headquartered in Costa Mesa, California, and has offices in Denver, London, New York and San Diego. To learn more, visit [Veritone.com](http://Veritone.com).

## **Safe Harbor Statement**

*This news release contains forward-looking statements, including without limitation statements regarding the capabilities of Veritone’s aiWARE operating system and its expected benefits to customers, the Company’s expected expansion into new markets in the U.S., Europe and Asia, and its expectation of expanding its lead in the AI market. Without limiting the generality of the foregoing, words such as “may,” “will,” “expect,” “believe,” “anticipate,” “intend,” “could,” “estimate” or “continue” or the negative or other variations thereof or comparable terminology are intended to identify forward-looking statements. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances are forward-looking statements. Assumptions relating to the foregoing involve judgments and risks with respect to various matters which are difficult or impossible to predict accurately and many of which are beyond the control of Veritone. Certain of such judgments and risks are discussed in Veritone’s SEC filings. Although Veritone believes that the assumptions underlying the forward-looking statements are reasonable, any of the assumptions could prove inaccurate and, therefore, there can be no assurance that the results contemplated in forward-looking statements will be realized. In light of the significant uncertainties inherent in the forward-looking information included herein, the inclusion of such information should not be regarded as a representation by Veritone or any other person that their objectives or plans will be achieved. Veritone undertakes no obligation to revise the forward-looking statements contained herein to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated*

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