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# Similarweb Appoints Susan Dunn as Chief Revenue Officer to Accelerate Revenue Growth

TEL AVIV, Israel--(BUSINESS WIRE)-- Similarweb (NYSE: SMWB), a global leader in digital intelligence, has named Susan Dunn as Chief Revenue Officer (CRO). Dunn will be responsible for driving revenue growth and overseeing the company's global Go-To-Market Organization.

Dunn spent 32 years at NielsenIQ, including the past three years as CRO. Before being named CRO, she served as CEO of Byzzier, NIQ's emerging brands platform. With vast experience selling data and insights into industries like consumer packaged goods, Dunn has a proven track record of driving revenue growth, leading transformational initiatives, and delivering exceptional service to clients. Earlier in her career, she worked at The Hershey Company and Pillsbury.

"We are thrilled to welcome Susan Dunn to the Similarweb team as our new Chief Revenue Officer," said Or Offer, CEO of Similarweb. "Susan's deep understanding of the business value of digital intelligence and its impact on the operating performance of the largest consumer brands in the world make her the ideal leader to drive our revenue growth. Her proven track record of success in building high-performing sales teams and delivering commercial success will be invaluable as we continue to expand our global footprint."

Dunn's appointment comes at a pivotal time for Similarweb as the company continues to experience profitable growth and expansion.

"I am excited to join Similarweb and lead the company's sales efforts during this exciting phase of growth," said Susan Dunn, Chief Revenue Officer of Similarweb. "Similarweb's innovative digital intelligence solution is transforming the way businesses understand and navigate the digital landscape. I look forward to working with the talented team at Similarweb to deepen customer relationships, deliver value to our customers around the world and drive revenue growth."

Based in Atlanta, Dunn plans to spend her first few months visiting Similarweb's global sales offices, seeking opportunities to optimize go-to-market operations worldwide.

## About Similarweb

Similarweb powers businesses to win their market with leading Digital Data. Similarweb reveals what is happening online and provides businesses with the essential digital data & analytics needed to build strategy, optimize customer acquisition and increase monetization. We empower our users to be the first to discover and capture the best business opportunities and stay alert to react instantly to emerging threats to their business. Similarweb products are easy to use and integrated into users' workflow, powered by advanced technology, and based on comprehensive digital data.

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