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Similarweb Set to Scale Growth with Appointment of Chief Commercial Officer

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Similarweb, the global leader in digital market intelligence, has today announced the appointment of Carla Bourque as Chief Commercial Officer.

Bourque, who will be based in the company's San Francisco office, brings more than 20 years of enterprise SaaS experience across digital media, marketing tech, and analytics. She joins Similarweb's executive team, and will lead the company's global commercial operations. Bourque's responsibilities include: sales, customer success, marketing, and business development across the company's eight international offices.

Prior to joining Similarweb, Bourque served as Executive-in-Residence at [XSeed Capital](#), a leading early-stage venture capital firm, with a portfolio in key enterprise SaaS sectors, including: media tech, Internet of Things (IoT), and mobile analytics.

Bourque began her career as a brand manager for PowerBar (acquired by Nestle), and has subsequently held senior positions at high growth companies specializing in innovation at the intersection of data and technology. She was previously General Manager and Senior Vice President of Sales at Buddy Media (acquired by Salesforce), Vice President of Sales and Business Development at BuzzMetrics/Nielsen Digital, and Director of Sales at AdRelevance (acquired by comScore). As CEO of Smartify, Bourque transformed the early stage marketing analytics company into a scalable SaaS business, securing fourfold revenue growth in less than two years.

[Or Offer, Similarweb CEO and founder, said](#) : "I am very excited to have Carla join our team. Carla has a proven track record in leading and scaling high growth tech companies globally. Her experience is strongly aligned with our clients' needs and Similarweb's business goals, and we know that she will provide the appropriate leadership, momentum, and direction as we enhance our sales, marketing, and business development focus across the world."

Bourque commented: "Early in my career, I fell in love with critical market data and the powerful business insights that could be provided -- but I also experienced the challenge that persists with marketers today regarding disparate data sets and lack of actionable intelligence. I have always been a passionate evangelist for emerging tech platforms that could solve this problem at scale, and love working with talented teams to build great things. This is what excites me most about Similarweb: the breadth, depth, and power of the platform across desktop, mobile and apps, to optimize the value-chain of analytics and insights. Several years of phenomenal growth and validated product market fit make it clear that Similarweb is building the next generation of market intelligence for brands, agencies, and partners around the world. I am very excited to be part of this passionate and innovative team."

About Similarweb

Similarweb is a global cross device market intelligence company used by hundreds of thousands of businesses worldwide, including Google, eBay, L'Oréal and AirBnb, to discover, track and grow their digital market share. Similarweb ([currently hiring](#)) was selected by Wired Magazine as one of the hottest 100 start-ups in Europe, and was named by Business Insider as one of the 50 enterprise startups to bet your career on in 2016.

The recent appointment of Carla Bourque as Chief Commercial Officer to its Executive team, follows several milestones at the company -- including Similarweb's acquisition of Silicon Valley-based mobile intelligence company [Quettra](#) in December, its opening of a new office in the San Francisco Bay Area, and a strategic analytics and [data partnership with ComScore](#).

SOURCE Similarweb