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Yext CMO to Speak at Retail Week Live

Industry veteran Jeff Rohrs will share his insights on becoming "the everywhere brand"

NEW YORK, March 5, 2018 /PRNewswire/ --[Yext, Inc.](#) (NYSE: YEXT), the leader in Digital Knowledge Management (DKM), today announced that Chief Marketing Officer Jeff Rohrs will speak at Retail Week Live in London on March 7, 2018. Rohrs will participate alongside industry veterans in a session titled "The Everywhere Brand" from 4:20-4:50 p.m. local time.



For nearly 25 years, a company's homepage has been the go-to place for important brand information, but with 2020 fast approaching, there's a new reality. To win, brands must think beyond their website and app, and become an "everywhere brand." During the session, Jeff will speak about this new race to command more visibility for brand's people, products, and

locations to attract more customers, and ultimately increase sales and get a leg up on the competition.

Rohrs co-authored *The Everywhere Brand* (Yext 2017), and his first book, *AUDIENCE: Marketing in the Age of Subscribers, Fans & Followers* (Wiley 2014), has been lauded by marketers and executives alike as a must-read. Prior to joining Yext, Jeff served as Vice President of Marketing Insights for Salesforce and ExactTarget.

Jeff also will be joined by Daniel Lemin, Co-Founder and CMO of Selectivor. Together, Jeff and Daniel bring decades of marketing experience to the stage to offer insights on the evolution of marketing in the digital age and how it's rapidly affecting brands.

With more than 1,200 attendees, Retail Week Live is the single largest gathering of retail leadership in the U.K., bringing more than 150 speakers from across retail to share their insights on the latest news and innovations for the industry.

Those interested in attending the event and hearing Jeff speak can learn more [here](#).

About Yext

Yext (NYSE: YEXT) is the leading Digital Knowledge Management (DKM) platform. Yext's mission is to give companies control over their brand experiences across the digital universe of maps, apps, search engines, voice assistants, and other intelligent services that drive consumer discovery, decision, and action. Today, thousands of businesses use the Yext Knowledge Engine™ to manage their digital knowledge in order to boost brand engagement, drive foot traffic, and increase sales.

Yext has been named a Best Place to Work by Fortune and Great Places to Work® as well as a Best Workplace for women. Yext is headquartered in New York City with offices in Berlin, Chicago, Dallas, Geneva, London, Paris, Tyson's Corner, San Francisco, Shanghai, and Tokyo. For more information, visit www.yext.com.

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