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## Yext Names Wendi Sturgis CEO, Yext Europe

**A Twenty-Year Marketing and Technology Veteran and Longtime Yext Leader, Sturgis Will Lead Yext's Business and Operations in Europe.**

NEW YORK, Feb. 11, 2019 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the leader in Digital Knowledge Management (DKM), has named Wendi Sturgis as CEO of Yext Europe, bringing her technology and marketing leadership to the company's rapidly growing European footprint. Sturgis is Yext's Chief Client Officer, and has been a leader at Yext for nearly eight years, during which she has held a variety of executive roles, including leading Sales, Partnerships, Customer Success, and Consulting.



"Wendi has been a transformational leader at Yext, taking us from our early days as a small startup to our status as a global leader today," said Howard Lerman, Founder and CEO of Yext. "Yext is experiencing unprecedented growth in Europe as the world wakes up to the importance of providing brand-verified answers online, and Wendi is the perfect person to lead our business there and help us scale."

As CEO, Yext Europe, Sturgis will support the company's continued growth and direct its operations across the continent. Sturgis will also retain her role as Chief Client Officer at Yext, a role in which she has built one of the most successful enterprise software customer

success teams in the world.

"I've believed in Yext from the very beginning, but I have never been more certain of the opportunity in front of us than I am today," said Wendi Sturgis, CEO of Yext Europe.

"Technology is changing the way consumers engage with businesses every day, and brands worldwide need to provide brand-verified answers in order to take advantage. I'm energized and excited to build on our success in Europe as we continue and accelerate our momentum there."

Sturgis has twenty years of experience as a technology and marketing leader at some of the world's largest tech companies. Prior to Yext, Sturgis served in executive positions at Oracle, Gartner, Right Media, and Yahoo!. Sturgis has served on multiple boards including Dailyworth.com, Student Transportation, and Step Up Women's Network. Sturgis is a graduate of Georgia Institute of Technology and an adjunct professor of business at Columbia Business School.

### **About Yext:**

[Yext, Inc.](#) (NYSE: YEXT) is the leading Digital Knowledge Management (DKM) platform. Our 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 including brands like Taco Bell, Rite Aid, and Steward Health Care 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 Place 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, San Francisco, Shanghai, Tokyo and the Washington, D.C. Area. For more information, visit [yext.com](#).



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