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## Yext Announces Seth Godin as Closing Keynote at ONWARD19: The Future of Search Conference

**ONWARD19 will explore the paradigm shift in search from chaotic results to verified answers.**

NEW YORK, July 30, 2019 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the platform for Brand Verified Answers in search, today announced bestselling author and Marketing Hall of Fame inductee Seth Godin as a closing keynote speaker at [ONWARD19: The Future of Search](#). In its fourth year, the conference will take place on October 29–30, 2019 at the New York Marriott Marquis and explore the paradigm shift in search from chaotic results to verified answers. ONWARD19 will also feature talks from tech leaders including David Isbitski, Chief Evangelist, Amazon Alexa & Echo, and Ed Parsons, Geospatial Technologist at Google, among many others.



"Seth Godin is an iconic marketing mind of our time, and we're proud to welcome him to the ONWARD19 stage," said Howard Lerman, Founder and CEO of Yext. "For decades, Seth has identified and shaped the marketing trends of the future, and he is the perfect fit to inspire and inform our guests as we explore the Future of Search together at ONWARD19."

"Marketing is changing more rapidly now than ever before with new technology, and as always, success means running toward that change rather than away from it," said Seth Godin. "I'm looking forward to speaking at ONWARD19 about how attendees can uplevel their marketing strategies and win in the Future of Search."

For decades, Godin has offered marketing a fresh perspective as an entrepreneur and author. A Marketing Hall of Famer, he has channeled his expertise into 19 bestselling books and a series of online workshops to educate audiences about impactful modern marketing. He also founded several successful companies, including Internet-based direct marketing company Yoyodyne and pioneering community-content site Squidoo.


ONWARD19 registration is now open. [Click here to learn more about the conference.](#)

### **About Yext**

The customer journey starts with a question. And consumers expect answers. [Yext](#) (NYSE: YEXT) puts businesses in control of their facts online with brand-verified answers in search. By serving accurate, consistent, brand-verified answers to consumer questions, Yext delivers authoritative information straight from the source — the business itself — no matter where or how customers are searching. Taco Bell, Marriott, Jaguar Land Rover, and businesses around the globe use the Yext platform to capture consumer intent and drive digital discovery, engagement, and revenue — all from a single source of truth. Yext's mission is to provide perfect answers everywhere.

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 Amsterdam, Berlin, Chicago, Dallas, Geneva, London, Miami, Milan, Paris, San Francisco, Shanghai, Tokyo, and the Washington, D.C. area.



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