

January 7, 2020



Yext Appoints Norihiro Shimogaki as President and COO in Japan

Shimogaki brings 30+ years of experience at Amazon Web Services, Oracle, and IBM to Yext Japan.

NEW YORK, Jan. 7, 2020 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the Search Experience Cloud company, today announced Norihiro Shimogaki as President and COO of Yext Japan, effective February 1, 2020. Shimogaki brings more than three decades of experience at the world's leading technology companies to Yext, where he will lead the company's strategy in Japan in partnership with President and CEO of Yext Japan, Eiji Uda.



"We are excited and honored to welcome Norihiro Shimogaki to Yext," said Howard Lerman, Founder & CEO of Yext. "Shimogaki's decades of leadership experience at global tech powerhouses like Amazon Web Services, Oracle, and IBM will be critical to Yext's growth as more and more Japanese businesses provide their customers with perfect answers everywhere from the Search Experience Cloud."

"Norihiro Shimogaki is one of the most accomplished and respected technology leaders in Japan, and has had a tremendous impact at some of the world's most iconic companies," said Eiji Uda, Chairman and CEO of Yext Japan. "I am pleased to welcome him to the leadership of Yext Japan and look forward to working with him to accelerate our strong

momentum."

"Around the world, Yext is leading brands into the future of search with the power of brand-verified answers," said Norihiro Shimogaki. "I'm so honored to join Yext and build on the already overwhelming demand for Yext's technology in Japan."

Shimogaki joins Yext from Amazon Web Services, where he spent the last two years as Director of Enterprise Sales, accelerating client business transformation with cloud technology. Prior to his role at Amazon, he served as Senior Operating Officer and Group Vice President for six years at Oracle and as Director of Information Management and Business Analytics for 24 years at IBM.

About Yext

The customer journey starts with a question, and every day consumers search for answers about brands. However, they are increasingly served false or misleading information from sources other than the brand. [Yext](#) (NYSE: YEXT), the Search Experience Cloud company, exists to help brands regain and maintain a direct relationship with their customers. With a mission to provide perfect answers everywhere, Yext puts businesses in control of their facts online by delivering brand verified answers straight from the source — wherever their customers are searching. Companies like Taco Bell, Marriott, Jaguar-Land Rover, and businesses around the world use Yext to take back control of the customer journey, starting on their own website.

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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