

March 4, 2020



Yext Appoints Seth Waugh to Board of Directors

Seth Waugh brings decades of leadership experience with the PGA of America, Deutsche Bank, and Merrill Lynch.

NEW YORK, March 4, 2020 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the Search Experience Cloud company, today announced that it will appoint Seth Waugh, CEO of the PGA of America, to its Board of Directors, effective March 3, 2020.



"Seth Waugh is an incredible leader who has steered iconic organizations from the PGA to two of the world's largest banks, and we are proud to welcome him as the newest member of the Yext board," said Michael Walrath, Chairman of Yext. "As Yext marches forward in its mission to deliver perfect answers everywhere, Seth's unique experience and expertise will be key contributors to the company's success."

"Yext is changing the world with brand verified answers, and today, it's poised to redefine search for every single person who uses the Internet," said Seth Waugh. "It's an honor to join Yext's Board of Directors and offer my guidance at such an exciting and pivotal moment for both the company and the tech industry."

Waugh is the current CEO of the PGA of America, responsible for driving the overall

strategy of one of the largest sports organizations in the world. Prior to the PGA of America, he served as the CEO of Deutsche Bank Americas for a decade, propelling the bank's expansion in the United States. Previously, he was Co-head of Global Debt Markets at Merrill Lynch, where he worked for more than 10 years.

Waugh also serves on the board of Franklin Resources, Inc., as a senior advisor at the technology investment firm Silver Lake and on the advisory board of Workday, Inc.

As the newest member of Yext's Board of Directors, Waugh joins Howard Lerman, Yext Founder and CEO; Brian Distelburger, Yext Co-Founder and President; Michael Walrath, Yext Board Chairman and Right Media Founder and former CEO; Jesse Lipson, founder and chief executive officer of Real Magic, LLC; Julie Richardson, former Senior Adviser to Providence Equity Partners LLC and former Partner and Managing Director at Providence Equity; Andrew Sheehan, Partner of Sutter Hill Ventures and Managing Director of Tippet Venture Partners, L.P.; and Tamar Yehoshua, Chief Product Officer at Slack and former Vice President of Product Management for Search at Google.

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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