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BigBear.ai Advances Commercial Market Growth Strategy with Appointment of B2B Marketing Expert Carla Fitzgerald as Chief Marketing Officer

COLUMBIA, Md.--(BUSINESS WIRE)-- BigBear.ai (NYSE: BBAI), a leading provider of artificial intelligence ("AI"), machine learning, cloud-based big data analytics, and cyber engineering solutions, today announced that it has appointed B2B marketing veteran Carla Fitzgerald as Chief Marketing Officer. Fitzgerald will develop and execute revenue-driving marketing initiatives for BigBear.ai's growth strategy in the public sector and commercial markets, building brand awareness, lead generation, and customer advocacy across multiple industry verticals.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20220130005053/en/>

Fitzgerald brings more than 25 years of B2B-focused technology marketing experience with public and private global companies, including companies that do business with the Federal government. She specializes in providing innovative go-to-market strategies for SaaS and enterprise software businesses, building thought leadership, accelerating demand generation, increasing customer retention, and crafting clear, compelling messaging for highly complex products.

Fitzgerald will lead all corporate communications, marketing communications, and product marketing for the company, reporting to Dr. Reggie Brothers, Chief Executive Officer of BigBear.ai.

"An effective marketing and communications strategy that reaches and resonates with our key stakeholders is essential to our commercial expansion plan, and we are thrilled to welcome Carla, a recognized leader in B2B marketing, in this critical new role," said Dr. Reggie Brothers, Chief Executive Officer of BigBear.ai. "Carla has deep experience spearheading revenue-driving initiatives for companies across a wide range of technologies and industries, including predictive analytics, ERP, and fleet management. We are confident she will enhance our ability to build brand equity and accelerate our commercial market growth."

"As a newly public company embarking on a significant expansion strategy, BigBear.ai is at an important crossroads – and I'm thrilled to join this impressive team at such an exciting time," said Fitzgerald. "BigBear.ai is a mission-tested leader in providing massively scalable, remarkably accurate predictive analytics solutions to the government sector. By delivering this advanced, AI-powered technology via a SaaS model, they are making it accessible to



Carla Fitzgerald, Chief Marketing Officer (Photo: Business Wire)

commercial companies of all sizes, where demand for AI and predictive analytics is growing every day. I look forward to contributing to the next phase of BigBear.ai's growth."

Fitzgerald previously served as the Chief Marketing Officer for vehicle intelligence company Spireon, which specializes in transportation analytics and fleet management. At Spireon, she was awarded "Female Executive of the Year" by the American Business Association in the small to mid-size Business Products category. Prior to that she was Chief Marketing Officer for Smith Micro Software, which provides mobile and cloud solutions to the wireless industry. She also advised SYSPRO, a cloud and on-premise software provider to the manufacturing sector, and Innovyze, a provider of water infrastructure software and predictive analytics, which was acquired by Autodesk, Inc. in 2021. Fitzgerald earned her bachelor's

degree in Economics and Computer Studies from Claremont McKenna College.

About BigBear.ai

A leader in decision dominance for more than 20 years, BigBear.ai operationalizes artificial intelligence and machine learning at scale through its end-to-end data analytics platform. The company uses its proprietary AI/ML technology to support its customers' decision-making processes and deliver practical solutions that work in complex, realistic, and imperfect data environments. In addition, BigBear.ai's composable AI-powered platform solutions work together as often as they stand alone: Observe (data ingestion and conflation), Orient (composable machine learning at scale), and Dominate (visual anticipatory intelligence and optimization).

BigBear.ai's customers, which include the U.S. Intelligence Community, Department of Defense, the U.S. Federal Government, as well as customers in the commercial sector, rely on BigBear.ai's high-value software products and technology to analyze information, identify and manage risk, and support mission-critical decision making. Headquartered in Columbia, Maryland, BigBear.ai has additional locations in Virginia, Massachusetts, Michigan, and California. For more information, please visit: <http://bigbear.ai> and follow BigBear.ai on Twitter: [@BigBearai](https://twitter.com/BigBearai).

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