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Ibotta Names Suchit Majmudar Chief Marketing Officer

Majmudar Brings Diverse Experience and Leadership to Amplify Ibotta's Expansion

DENVER, Dec. 13, 2017 /PRNewswire/ -- [Ibotta](#), the starting point for rewarded shopping on mobile, today announced that Suchit Majmudar, a senior executive with nearly 20 years of extensive leadership, marketing and product experience at well-known brands such as Caribou Coffee, lululemon athletica and J.Crew, has joined the organization as Chief Marketing Officer. Majmudar's hire comes at a critical juncture as Ibotta continues its expansion into mobile commerce, solidifying its reputation as the single leading destination for rewarded shopping.



In his role, Majmudar will oversee all marketing and external communications, brand strategy, media strategy, user acquisition, growth and retention, public relations, creative direction and design, social media and influencer marketing. He will report directly to Ibotta's Founder and CEO, Bryan Leach.

"Suchit's values match our core values at Ibotta. He has an incredible track record of achievement and will be a terrific teammate and collaborator across the organization," Leach said. "I'm beyond excited about what we'll accomplish together at this pivotal time and beyond."

"I'm thrilled to lead a dedicated, hungry marketing team that serves a passionate Ibotta community who derive real, tangible value from our product," Majmudar said. "With Ibotta's explosive growth into mobile commerce, there couldn't be a more exciting time to join the company. I look forward to sharing in the team's relentless commitment to providing users a more fun and rewarding shopping experience."

Prior to Ibotta, Majmudar was Senior Vice President of Customer Experience at Caribou Coffee, Inc., and Einstein Noah Restaurant Group, Inc., where he was responsible for creating and implementing new customer experience strategies across multiple brands. Majmudar's previous well-rounded experience includes leadership positions for lululemon athletica, including as director of merchandising; merchandising at J.Crew; and financial analyst positions at Goldman, Sachs & Co., and The Pritzker Organization.

Majmudar's extensive corporate and entrepreneurial experience ALSO includes a number of executive and board level positions, such as Chairman at lifestyle brand and media platform, **MISSBISH**; advisor and board observer for all-natural pet products store, Kriker's Natural Pet; and founder of retail consultancy 0807 LLC. Majmudar earned his undergraduate degree from Indiana University and an MBA from Harvard Business School.

For more information about Ibotta, visit www.ibotta.com.

About Ibotta

Headquartered in Denver, CO, Ibotta ("I bought a...") has delivered more than \$250 million in cumulative cash rewards to consumers who started their shopping journeys with a free mobile app. The company partners with leading brands and retailers to offer cash back on mobile-enabled purchases online and at brick and mortar stores. Launched in 2012, Ibotta has over 23 million downloads, and is one of the most frequently used shopping apps in the United States. Ibotta was named one of Inc's Best Workplaces of 2017.

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