

inRiver Names Steve Gershik as Chief Marketing Officer

Industry Veteran Tasked to Drive Innovation Across Growing Organization

CHICAGO, USA, August 9, 2018 /EINPresswire.com/ -- [inRiver](#), the leading provider of SaaS product information management (PIM) solutions, today announced the appointment of Steve Gershik as Chief Marketing Officer. Gershik will lead the global marketing organization at inRiver and will help drive marketing innovation and growth as the company enters new geographies and markets to serve their growing customer base.



Steve Gershik, CMO, inRiver

Gershik has played integral roles in successful start-up organizations including Nuance Communications, Eloqua (today Oracle) where he is recognized as the co-creator of the world's first demand generation-focused conference, DemandCon and the creator of Eloqua Experience and the Eloqua Markie marketing awards.

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Prior to joining inRiver, Gershik was Founder and Principal of Koyne Marketing, a customer marketing and advisory firm helping clients acquire, retain and growth their customer base. He also served as CMO and Chairman of

28 Marketing, a demand generation consultancy that focuses on helping companies optimize their sales and marketing processes. Moreover, Gershik has been Vice President of Marketing for SiriusDecisions, Vice President of Marketing Innovation at Eloqua and other B2B technology companies.

“inRiver’s leadership team now includes an extraordinary marketer and thought-leader. Finding Steve is like finding a needle in a haystack. It just doesn’t happen too often,” Thor Johnson, CEO of inRiver. “Steve’s clear vision, marketing creativity, and demand generation results will drive growth at inRiver. We are building the world-class community of experts our customers and partners seek. We proudly welcome Steve.”

Gershik is well-known in the marketing community, and was recently named one of the Top 50 Most Influential Leaders by the Sales Lead Management Association. Steve has spoken internationally and written extensively on marketing and demand generation for global audiences.

About inRiver

inRiver is the market leader for simplifying Product Information Management (PIM). We help B2C and B2B multi-channel commerce and marketing professionals tell perfect product stories. Our powerful inRiver Product Marketing Cloud radically facilitates the creation, handling, and distribution of perfect product information for a world-class customer experience across all touchpoints, in multiple languages. More than 1000 brands around the world rely on inRiver Product Marketing Cloud for efficiently controlling the product (information) flow for their globally recognized brands.

inRiver was founded in 2007, and is today a well-recognized, award-winning, and rapidly growing company with an extensive partner network (PRIME). The company is headquartered in Malmö, Sweden, with offices in Chicago, London, Amsterdam and Stockholm.

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