

# Partnerize Expands Senior Leadership Team as Global Growth Accelerates

*Martech and Sales Leaders Adam Brownstein, Clare Conway, and Mike Grossman assume leadership as GM, Asia Pacific, SVP, Customer Success, and SVP, Inside Sales*



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NEW YORK, NEW YORK, UNITED STATES, September 7, 2021 /EINPresswire.com/ -- Partnerize, the global leader in partnership automation, software and services,

today announced the appointments of Adam Brownstein, Clare Conway and Mike Grossman to the senior leadership team. The hires further underscore the company's unique position as the partnership category's only provider of both partnership marketing software and customized service. Exiting the 1H of 2021, Partnerize continues to generate significant global momentum,

with YoY order volume gains of 91% for same store sales within the period, excluding travel. YoY revenue also grew 37% -- with these leadership additions expected to further accelerate this momentum as the partnership category increasingly delivers critical operating leverage to brands and partners by providing a critical subsidy to primary sales and marketing channels and retires the legacy network model.



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*Matt Gilbert, CEO of Partnerize*

"The combined experience of Clare, Adam and Mike will further accelerate our ability to deliver critical operating

leverage to our global customer base at a time when our ability to deliver a true subsidy to primary sales and marketing channels has never mattered more," said Matt Gilbert, Partnerize CEO. "Well coordinated appointments of this caliber are a testament to the opportunity for our category, the momentum of our business, and our commitment to continuously improving our ability to provide the highest quality service, with the added benefit of geo-specific intelligence and platform expertise, to our clients in all active markets across the world. Each of Clare, Adam, and Mike represent the best of our company's values, and will deliver customer-first solutions while pushing our category forward."

Adam Brownstein brings a wealth of Sales and Marketing leadership -- at the junction of SaaS, online marketplaces and customer experience. Based in Tokyo, he will serve as General Manager for Asia Pacific at Partnerize, directing regional market strategy and growth across sales, marketing and customer success functions. He previously held executive positions in Marketing and General Management at Microsoft, Sony and Booking.com. He is also the founder of buuteeq.com (acquired by BKNG) and Red Safi Digital (acquired by Nagarro).

"Given my integrated background, I'm thrilled to join the company at this juncture, as Partnerize's worldwide momentum intensifies and a growing roster of clients engage and succeed through partnerships," said Brownstein. "Digital competitiveness should be a prevailing focus for every CMO in the APAC region. No company is better positioned to help marketers leverage the profitability of partnerships at scale, with the right tool set, automation and data analytics to succeed."

Clare Conway joins the company as the Senior Vice President Global Customer Success, amplifying the company's commitment as the only provider enabling marketers with both software and comprehensive services expertise. Known for delivering best-in-class customer experience to global brands, Clare will lead all global customer success, services and support functions, and she will be based out of Ireland, strengthening the company's leadership presence across EMEA. Previously, Clare held leadership roles across Customer Success, Product & Operations at Clavis Insight and Edge by Ascential (Clavis Insight was acquired by Ascential in 2017).

"The global response to Partnerize solutions, our platform and frankly our client-facing team's broad and deep expertise, has been extraordinary," said Conway. "It's an important time to be taking this journey with our clients, as they scale their partnership programs, availing themselves of the very best the industry has to offer in order to achieve top profitability."

Building on over two decades of consultative and sales leadership experience in high tech sales, Mike Grossman joins the team to oversee Inside Sales, globally. Prior to his most recent post as VP of Sales at Osana, he oversaw global inside sales at Marin Software, where he successfully grew the inside sales team five-fold in line with the company's revenue growth.

"I am delighted to join Partnerize with Adam and Clare," said Grossman. "The well-timed expansion of the leadership team underscores the organization's commitment and vision to help marketers across the globe realize profitable growth from their partnerships through the combination of SaaS and service."

All three will report directly to CEO Matt Gilbert.

For more information on Partnerize software and services, please reach out to [contact@partnerize.com](mailto:contact@partnerize.com).

## About Partnerize

Partnerize is the leader in partnership automation. The Partnerize platform is the only of its kind to deliver a fully integrated, comprehensive suite of discovery, recruitment, optimization, payment, brand safety and fraud prevention capabilities for marketers seeking a high transparency, scalable subsidy to alleviate pressure on their unit economics as a result of over-dependence on primary sales and marketing channels. Supported by unrivaled service including the category's only in-housing support program, with Partnerize, you're in control of the entire partnership marketing lifecycle—all on a single platform. Headquartered in NYC, Partnerize retains offices in Australia, United Kingdom, Japan, San Francisco, Philadelphia and Wilkes-Barre. For more information on how Partnerize helps turn your partnerships into a profit center, please visit <https://partnerize.com/en>.

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