Cision Expands Executive Team to Match Company's Fast-Paced Innovation

New hires will optimize global operations and ensure client satisfaction as company leads data and tech transformation of earned media industry

CHICAGO, April 19, 2017 /PRNewswire/ -- Cision is excited to announce two new additions to its executive team. Michael Piispanen, former Nasdaq VP of Corporate Solutions, joins Cision as Chief Operations Officer, and Pat Galvin, former VP of General Business at InsideSales.com, joins the team as Chief Revenue Officer, North America. The decision to bring on the executives strategically follows Cision's recent accelerated growth, including its announcement to go public, the acquisition of Bulletin Intelligence and the latest release of the Cision Communications Cloud™.

"We're very excited to bring on Mike and Pat and add their expertise to the Cision team," said Kevin Akeroyd, CEO of Cision. "They will both be critical to our success -- driving innovation and transformation, growing and scaling, while simultaneously ensuring that client success is constantly our guiding light, in the promising future that lies ahead for the Cision Communications Cloud™ and the company overall."

"Having spent the better part of my career serving these same clients and driving growth through architecting platforms, acquisitions and integrations, I am truly excited about leading our efforts to build value for our customers and deliver a return for our shareholders," said Piispanen.

Galvin added, "Cision is on a clear trajectory to transform the earned media industry. I'm thrilled to be a part of the team that's leading the way and look forward to bringing our clients with us step by step through this communications revolution."

Piispanen joins Cision from Nasdaq, where he served as the Global Head of the Public Relations and Digital Media verticals within the Corporate Solutions business unit, and brings nearly 30 years of experience across consumer, software, FinTech, and pharma industries. Michael will oversee Cision's global efforts to develop, enhance and optimize business operations, program and project management, business process engineering and M&A activities.

Galvin comes to Cision with nearly two decades of sales leadership experience in technology, SaaS and services and previously held leadership positions at Oracle, Marketo and most recently, Insidesales.com where he ran sales as VP of General Business. Pat will oversee Cision's go-to-market strategy for customer acquisition and retention, and sales integration efforts.

About Cision:
Cision is a leading media communication technology and analytics company that enables marketers and communicators to effectively manage their earned media programs in coordination with paid and owned channels to drive business impact. As the creator of the Cision Communications Cloud™, the first-of-its-kind earned media cloud-based platform, Cision has combined cutting-edge data, analytics, technology and services into a unified communication ecosystem that brands can use to build consistent, meaningful and enduring relationships with influencers and buyers in order to amplify their marketplace influence. For more information, visit www.cision.com or follow @Cision on Twitter.

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