



## Validity Fuels Its Next Phase of Aggressive Growth with Global Senior Vice President of Marketing and Chief Revenue Officer Appointments

Validity's focus on revenue generation and new business will propel the company forward for years to come, reinforcing its position as market leader

MARCH 19, 2021 – Australia – Validity, the most trusted name in data quality, announced today it has two new positions on its global leadership team – a Senior Vice President (SVP) of Marketing and a Chief Revenue Officer (CRO). As SVP of Marketing, Kate Adams brings almost 20 years of experience building and creating marketing and demand generation programs from scratch. With expertise in marketing to sales and marketing professionals, Adams' appointment will bring a valuable perspective in continuing Validity's growth. In addition to Kate, Validity's Executive Vice President of Sales, Don Williams, who has been with Validity since its inception in 2018, was recently promoted to Chief Revenue Officer. As CRO, Williams will also oversee marketing and sales, with Adams reporting to him.

Before Validity, Adams was Vice President of Marketing at revenue acceleration company Drift, where she discovered her passion for marketing to sales professionals and marketers. While there, Kate built the demand generation function from the ground up, achieving more than 200% in pipeline growth. Before Drift, Kate led the demand generation and marketing operations teams at software quality company SmartBear, where she managed pipeline generation for a portfolio of more than 20 products.

"I am so happy to welcome Kate to the Validity leadership team," said Mark Briggs, chairman and CEO of Validity. "Kate's talent and passion for hyper-growth marketing coupled with her track record of delivering strong results are a great fit for our team. We are excited to bring her voice into our continued conversation on how best to welcome more customers to the Validity family."

"Further, it's wonderful to celebrate Don's promotion to become Validity's first CRO," Briggs continued. "Since the beginning, Validity can trace every part of our growth to Don's exceptional leadership and his inclusive team building approach, always keeping the customer's needs front and centre. I am certain Don's leadership will continue to be a critical component of Validity's next phase of sustained growth."

"Seeing what Validity has already accomplished in just three years is incredibly exciting," said Adams. "It's clear to me Validity has products that customers can't live without. Now it's up to us to make sure the world knows the company behind these products and our dedication to helping marketers and sales professionals become more successful every day. By telling the stories of their success to the market, we can help more and more people realise that with a partner like Validity, they can become the heroes within their own organisations."

### About Validity

For over 20 years, tens of thousands of organisations throughout the world have relied on Validity solutions to target, contact, engage, and keep customers – using trustworthy data as a key advantage. Validity's flagship products – DemandTools, BriteVerify, Trust Assessments, Everest, and GridBuddy Cloud – are all highly rated, #1 solutions for CRM data management, email address verification, inbox deliverability and avoiding the spam folder, and grid CRM applications. These solutions deliver smarter campaigns, more qualified leads, more productive sales, and ultimately faster growth. For more information, visit [Validity.com](https://Validity.com) and connect with us on LinkedIn, Instagram and Twitter.

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