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## Biography - Marc Johnson, CMO and General Manager

With over 20 years experience helping build data businesses in the marketing and media technology industry, Marc Johnson leads the strategic growth of Bombora and heads its marketing team.

Previously, Marc served as the CMO of Resonate, a venture-backed analytics and audience targeting company, named a cool vendor by Gartner and a four-time Inc. 5000 company. He was the Global Chief Marketing Officer and North American GM of Experian Hitwise, a consumer insights and competitive intelligence company operating in 11 countries. Marc has also served as Executive Vice-President to Buzzmetrics, the first consumer-generated media research firm (acquired by Nielsen).

As Vice-President of Marketing and Product Development at The NPD Group, Marc created point-of-sale and panel based information services for the world's top consumer technology brands. Marc spent six years at Jupiter Research/Jupiter Media Metrix (now part of Forrester), where he was Senior Vice President, Marketing and Strategy, overseeing all product, market, and channel development along with strategic PR and event programming. He was also Group Research Director, overseeing all marketing, media and research and a team of more than 40. He began his career as a direct marketing executive with Meredith Corporation and Ziff-Davis.

Marc is also currently an advisor to Superdata Research and Bombora partner, Moat.