



[bombora.com](http://bombora.com)

**Mark Dye, SVP Strategy and Partnerships**

With 20 years of experience using data in AdTech and MarTech, Mark Dye brings this wealth of knowledge to Bombora, focusing on growth and innovation.

A Co-Founder and Senior VP of Business Development of Bizo (acquired by LinkedIn in 2014), Mark was responsible for Bizo's sales, ad operations, account management and building Bizo's publisher network. Before its acquisition by LinkedIn, Mark was responsible for growing its annual revenue 90%+ percent for five consecutive years.

After the LinkedIn acquisition of Bizo, Mark joined predictive analytics business 6sense, as its Chief Strategy Officer.

A serial entrepreneur, Mark helped build CheckFree from a startup to a multi-national, publicly-traded company. He's also held senior executive positions at Vivisimo (acquired by IBM) and Mobis Management Systems.

Accomplished, well-respected, and a proven at leading product and go-to-market strategies, Mark brings a critical perspective to the table with Bombora.

257 Park Ave South, 6<sup>th</sup> floor  
New York, NY 10010

1 Primrose Street  
London, EC2A 2EX

180 Sansome Street, 2<sup>nd</sup> floor  
San Francisco, CA 94104

1 E. Liberty Street, Suite 404  
Reno, NV 89501

