



Pepperjam Names Matt Gilbert as CEO

Performance Marketing Company Appoints Mar-Tech Veteran Matt Gilbert to Accelerate Growth

WILKES-BARRE, Pa. – January 16, 2018 - [Pepperjam](#), a full-service performance marketing company, today announced the appointment of digital marketing veteran **Matt Gilbert as CEO**.

Bringing over 20-years of experience in both the digital advertising and marketing cloud industries, [Matt Gilbert](#) has a track record of increasing company market share and profitability. Gilbert joins Pepperjam from **Kinetic**, a leading social marketing services and technology company. Prior to that, he co-founded **500friends**, which sold to **Merkle** where he served as SVP & GM of the Loyalty Services group. He has held numerous leadership positions across the digital marketing category throughout his career, including: **Webloyalty.com**, **IAC/InterActive Corp.**, **Ask Jeeves, Inc**, and **Excite@Home**.

“Gilbert’s experience scaling data driven digital marketing businesses combined with a deep passion for teaching clients how to leverage data and technology to maximize marketing effectiveness made him the ideal choice to lead Pepperjam into the future,” said [Stephen Davis, Chairman of the Board for Pepperjam](#).

“The affiliate category is in need of a next-generation solution. Pepperjam, with a long and respected history in the category, is extraordinarily well positioned to take a definitive leadership position moving forward,” **Gilbert** said. “Pepperjam understands that the emergence of the influencer channel, the ongoing friction between attribution methodologies and the overall need for publishers to improve the monetization of their content in a Facebook, Google and Amazon dominated ecosystem, requires capabilities that go beyond those historically available to the marketplace. Pepperjam has a talented and dedicated team, supportive investors and an unrivaled technology stack that has been built to solve for these evolving client needs. These ingredients are the foundation for achieving great outcomes for clients and Pepperjam. I am excited to take on the leadership role at Pepperjam and capitalize on this opportunity to build a category-defining company.”

Gilbert will be based out of Pepperjam’s Philadelphia office.

About Pepperjam

Pepperjam provides expertise and technology that enables brands to live up to their true potential. With innovative technology platforms and services—and the leading affiliate network—Pepperjam connects data and analytics across all performance channels.

Headquartered in Wilkes-Barre, Pa., Pepperjam is a global provider with offices in London, New York, Philadelphia, Santa Cruz, Tempe, and Toronto. Pepperjam is a portfolio company of Banneker Partners and the Permira Funds.

More at www.pepperjam.com.