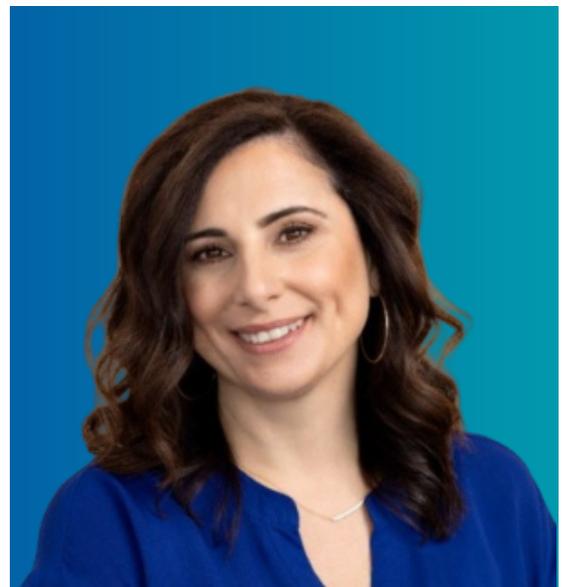


Team,  
I'm pleased to share some exciting news.

Following the departure of our previous CMO, we moved quickly and thoughtfully to identify the right marketing leader for Broadvoice's next chapter.

**I'm thrilled to announce that Marisa Freeden will be joining Broadvoice as our new Chief Marketing Officer.**

Some of you may remember Marisa. She spent six years at Broadvoice helping build our marketing organization and shaping the company's brand during a period of significant growth. During her time here, she was a key partner in strengthening our market presence and laying the foundation for scalable, performance-driven marketing.



Since then, Marisa has gone on to lead and scale high-performing marketing teams across healthcare, B2B SaaS, cloud, and AI companies. She brings deep experience driving go-to-market strategy across multiple stages of growth, partnering closely with sales and product to accelerate new logo acquisition, improve pipeline velocity, and deliver meaningful revenue impact.

Marisa approaches marketing with a strong balance of data-driven decision-making and thoughtful execution, while always keeping the Brand story authentic, differentiated, and elevated. She is deeply committed to cross-functional collaboration and to ensuring teams have the tools, systems, and clarity they need to do their best work.

Marisa will be attending the U.S. SKO to meet with the team and begin immersing herself in the organization, our vision, and our priorities as she prepares to lead Broadvoice's global marketing initiatives.

To support a smooth and accelerated onboarding, our growth consultants Ryan and David from Vertice will work closely with Marisa as she ramps into the role. They will continue to support the organization through our ongoing transformational work while partnering on key strategic initiatives.

Please join me in extending a warm welcome back to Marisa. We're excited to have her leadership, experience, and perspective guiding Broadvoice marketing forward.

Sincerely,  
Sam