

March 20, 2018



# Sellpoints, a ConversionPoint Technologies Company, Appoints Jon Gregg as President

[Sellpoints, Inc.](#), a [ConversionPoint Technologies](#) company dedicated to helping brands and retailers sell more online, has promoted its chief revenue officer, Jon Gregg, to the position of president.

Gregg succeeds Brian O’Keefe, who has stepped down to pursue other interests but will continue to serve on ConversionPoint’s advisory board. The move follows ConversionPoint’s acquisition of Sellpoints last December.

As president, Gregg will be responsible for leading the company’s growth strategy as a fast-growing global provider of e-Commerce marketing technology.

“Jon was the ideal candidate for this position, given his extensive operational and sales experience, stellar performance as Sellpoints’ CRO, and clear vision for growing the company and enhancing the technologies we deliver to our clients,” said Robert Tallack, CEO of ConversionPoint Technologies. “Jon will continue to build upon Sellpoint’s foundation of amazing e-Commerce capabilities, marquee clients and industry partnerships, which has set the stage for growth and market expansion in 2018 and beyond.”

Following his foundational career experiences at Ogilvy & Mather and Wunderman Cato Johnson, Gregg went on to develop and lead sales and operational strategies which have generated more than \$260 million in revenue for both startups and established global enterprises. He became a top sales producer at Yahoo!, where during his seven-year tenure he developed enterprise licensing partnerships that included a co-branded ISP service for Costco and K-Mart.

He has also activated foundational content licenses for Autonomy’s consumer video platform, Blinkx, and launched consumer revenue operations for Bezos Expeditions-backed SkyGrid. He has served as vice president of west coast sales for NewsCorp’s FOX Audience Network, and as chief revenue officer of ShareThis where he was responsible for sales, account management, ad operations and business intelligence.

“I’m honored to lead our talented Sellpoints team and further our mission of helping brands sell more online,” commented Gregg. “Our focus on developing world-class technology has driven the evolution of our OMNI and ReTargeter platforms. Combined with our deep expertise and industry relationships in eCommerce, we’re uniquely positioned to enable eCommerce brands to more effectively engage their audiences. As we continue this commitment to our global retailer partners and more than 500 global consumer brands, we see robust opportunities to deliver even greater differentiated value

to our customers.”

Originally from New York, Gregg now lives in the Bay Area with his wife and three children.

### **About Sellpoints**

Sellpoints, a ConversionPoint Technologies company, is an e-Commerce technology provider dedicated to helping brands and retailers sell more online. Sellpoints achieves this by attracting qualified shoppers to product pages using traditional traffic acquisition channels (SEO, PPC) as well as innovative, predictive advertising solutions. Sellpoints then engages shoppers with the most relevant, targeted rich media content that increases the time spent interacting with the product description. Shopper behaviors and transactional data are tracked and analyzed to provide insights that drive more qualified traffic acquisition and further engagement to increase purchase conversion. To learn more, visit [www.sellpoints.com](http://www.sellpoints.com).

### **About ReTargeter**

Acquired by Sellpoints in 2015, ReTargeter is recognized as a premier provider of programmatic and RTB advertising solutions through managed services and a proprietary SaaS solution. To learn more, visit [www.retargeter.com](http://www.retargeter.com).

### **About ConversionPoint Technologies**

[ConversionPoint Technologies, Inc.](http://ConversionPointTechnologies.com) is a group of e-Commerce technology companies that are changing how brands, advertisers and agencies connect with, acquire and retain customers. Powered by AI-enabled media optimization, CRM, and robust post-purchase platforms that automate product delivery and remarketing, the ConversionPoint companies offer proprietary technologies to increase conversions, lifetime customer value, and return on ad spend. Solutions are available for selling direct (.com), via online retailers and Amazon. Connect on [Twitter](#), [LinkedIn](#) or [ConversionPoint.com](http://ConversionPoint.com)

### **Important Cautions Regarding Forward Looking Statements**

Except for historical information contained herein, this press release may contain forward-looking statements, which reflect the expectations of management of ConversionPoint Technologies, Inc. with respect to potential future events. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. These forward-looking statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements. Actual results and the timing of events could differ materially from those anticipated in the forward-looking statements as a result of such risks and uncertainties.