

**FOR IMMEDIATE RELEASE**

## **REPUTATION INSTITUTE APPOINTS ALLEN BONDE AS CHIEF MARKETING OFFICER**

### ***Reputation Measurement and Management Firm Expands Team in Accelerating Growth***

**CAMBRIDGE, MASSACHUSETTS — (December 13, 2016)** – Reputation Institute announced today that Allen Bonde has joined the firm as Chief Marketing Officer, to further elevate RI’s global brand, accelerate the company’s content marketing efforts, and develop new products and services for Global 1,000 clients. Allen comes with a wealth of experience within the technology and consulting services industries, with prior marketing leadership roles in organizations such as Placester, OpenText, Offerpop (now Wyng) and KANA Software, as well as practice management, research and consulting roles in leading firms including Yankee Group, Extraprise, and McKinsey.

Prior to joining RI, Mr. Bonde was SVP of Marketing at SaaS digital marketing provider Placester where he was named a “50 On Fire” Finalist for Marketing & Advertising, and before then was VP of Product Marketing & Innovation at OpenText, the largest software company in Canada, where he managed marketing for the company’s Analytics business unit and supported clients and events on 4 continents. Earlier in his career he was CMO and co-founder of social marketing pioneer Offerpop (now Wyng), and CMO and head of strategy at CRM consultancy eVergance, which he re-launched in the US and UK and helped to sell to KANA Software. He started his career as a researcher and consultant with Yankee Group, Extraprise and McKinsey, as well as his own firm, focusing on Internet applications and online advertising. He has written for numerous publications, and has appeared on MSNBC, CNBC, and FOX TV. Mr. Bonde earned a Bachelor of Science in Engineering from Worcester Polytechnic Institute and a Master of Science in Engineering from the University of Virginia.

“We are excited to have Allen Bonde join RI as the Chief Marketing Officer,” said Jamie Bedard, President and CEO of Reputation Institute. “Allen’s expertise brings precisely the right combination of insights, from both the research side and software implementations, to deliver a powerful new set of products and services for RI’s global clients. As someone who started as a data scientist, then transitioned into market research and consulting, before moving into marketing leadership roles, in the MarTech and Analytics space, Allen brings important perspectives to the CMO role, with keen insights on how RepTrak® is making a difference with our clients.”

#### **About Reputation Institute**

Reputation Institute (RI) is the world’s leading consulting and advisory firm for reputation. RI enables many of the world’s leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI’s most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world’s largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

Learn more at: <http://www.reputationinstitute.com>

**Further information**

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