



Riskified Appoints Jeff Otto As Chief Marketing Officer

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Veteran marketing leader from Salesforce and Marqeta joins Riskified to increase global market demand and propel continued growth

NEW YORK--(BUSINESS WIRE)--Apr. 3, 2023-- Riskified (NYSE: RSKD), a leader in eCommerce risk intelligence, has announced that Jeff Otto has joined the company as Chief Marketing Officer, effective immediately. Otto will be responsible for a global integrated marketing strategy that will amplify Riskified's brand, strengthen its category leadership and accelerate demand for Riskified's expanding product suite.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230403005090/en/>



Salesforce and Marqeta Veteran Jeff Otto Joins Riskified as Chief Marketing Officer (Photo: Business Wire)

"It's an exciting moment to have Jeff lead the charge on marketing with Riskified reaching the crossroads of both growth and profitability," said Eido Gal, CEO and Co-founder, Riskified. "Jeff has the ideal blend of experience and expertise we need to definitively establish Riskified as the preeminent risk management platform for the largest eCommerce merchants across industries, throughout the globe."

Otto brings two decades of enterprise technology experience. He was most recently head of marketing at Marqeta, a global fintech category leader in modern card issuing and embedded finance serving many leading eCommerce disruptors. Prior to that, Otto held various senior leadership roles within Salesforce's Industries Division, where he built and led marketing teams and successfully brought to market cloud solutions for financial services, healthcare and manufacturing. He also previously developed and delivered solutions within the technology divisions of Morgan Stanley and Merrill Lynch.

"More than ever, businesses are challenged with spurring eCommerce growth while driving cost efficiencies. What I love about Riskified's value proposition is that it meaningfully helps merchants accomplish both. The platform's superior accuracy in identifying and protecting against fraud and policy abuse helps increase revenue and profitability. I'm excited to lead a great team of marketers to articulate the tremendous ROI Riskified consistently delivers to merchants," said Otto.

About Riskified

Riskified (NYSE:RSKD) empowers businesses to grow eCommerce revenues and profit by mitigating risk. The world's largest merchants and prestige brands partner with Riskified for guaranteed protection against chargebacks, to fight fraud and policy abuse at scale and to improve customer retention. Supported by the largest team of eCommerce risk analysts, data scientists and researchers, Riskified's machine learning platform analyzes the individual behind each interaction to provide real-time decisions and robust identity-based insights. Learn more at [Riskified.com](https://www.riskified.com).

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