

**YOU & MR JONES COMPLETES ITS \$260MM SERIES B AND HIRES NBA SENIOR EXECUTIVE PAULETTE FORTE AS BRANDTECH GROUP'S FIRST CHIEF PEOPLE OFFICER TO MANAGE EXPONENTIAL GROWTH**

**Forte to Oversee Global HR and Professional Development Programs Across Portfolio of Technology-Driven Companies to Attract, Retain & Motivate Talent**

NEW YORK (January 12, 2021): On the heels of +27 percent organic net revenue growth YTD Q3 2020, [You & Mr Jones](#), the global Brandtech™ category pioneer, has completed its \$260MM Series B which valued the company at \$1.36 billion. The round was completed by Merian Chrysalis, which invested \$60MM and saw its share price gain 5% on the announcement of the investment.

Despite the economic climate and Covid-19 impact, You & Mr Jones has experienced exponential growth in 2020 and currently has more than 300 open positions. Technology and talent are at the core of the model. To ensure that the focus on talent is as important as the focus on technology, Paulette Forte has been tapped as Associate Partner to serve as the Brandtech group's first Chief People Officer. In this role she will lead the talent management function, providing strategic oversight of all people processes within the company, including talent acquisition, leadership development, employee relations, professional education, and diversity and inclusion initiatives. Forte will work hand-in-hand with key HR executives within the group's various portfolio companies.

Forte joins You & Mr Jones from the National Basketball Association (NBA), where she was Senior Director of Human Services, supporting employees in global content and media distribution, global partnerships and corporate services. While there, she led talent recruitment, change and performance management, and employee engagement projects, as well as diversity and inclusion programs. Previous to the NBA, she garnered extensive experience in senior-level HR positions at branding, advertising and media companies such as Scholastic, Jack Morton Worldwide, AKQA Group (formerly Grey), FutureBrand, Turner Broadcasting and Havas.

In addition, for nearly 15 years, Paulette Forte has taught at New York University as an Adjunct Assistant Professor in the Graduate Program in Industrial and Organizational Psychology, and will continue to do so in this new post. She holds a BS in Psychology, an MS in Counseling, and a PhD in Psychology from Columbia University.

You & Mr Jones founder, David Jones says: "In less than 5 years we have created the Brandtech market leader with unparalleled ability to deliver enterprise-level marketing technology solutions for the world's biggest brands. And as part of that we've gone from 2 employees to more than 3,000 employees (and we have 300 open hires at the moment). While technology is clearly at the heart of our model, it's the combination of talent and technology that allows us to

deliver. Paulette is a brilliant people leader who has the expertise and experience to ensure our talent management and processes keep pace with the exponential growth we're seeing in the business as brands dramatically accelerate their digital transformation. Bringing on a Chief People Officer of Paulette's caliber speaks volumes to the company we've built in such a short space of time, to the potential for the Brandtech category and to our commitment to ensuring we have the best talent for our clients around the world."

Paulette Forte says: "The Brandtech category didn't even exist before You & Mr Jones was established. The company became a true industry disruptor in short order, and growth has been swift. In order to keep up with the momentum, it's critical to have systems in place that help talent develop their skills, encourage diversity and creativity, and find pathways to improving workflow. I am excited to join the leadership team to drive this crucial work forward."

Since its founding in 2015, You & Mr Jones has made 7 acquisitions and 39 investments in 23 tech companies – the latest being an investment in Blacktag, a new online platform for Black content and creators. Notably, the Brandtech group has participated in every funding round for AR pioneer Niantic (Pokémon Go) following its spin-off from Google in 2015, and invested \$20MM in visual search leader Pinterest, which has been the top performing social media stock in 2020.

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### **About You & Mr Jones**

You & Mr Jones is the world's first Brandtech group. Its mission is to help businesses do their marketing better, faster and cheaper using technology.

It was founded in June 2015 by former Havas Global CEO and Facebook Client Council founding member, David Jones. You & Mr Jones sits at the intersection of the dramatic growth in mobile, a tech revolution that has empowered people to create, produce and share unprecedented amounts of content, the impact of AI, AR, and blockchain, and frustrated global companies looking for brand- and tech-literate partners.

Group clients include: Unilever, Accenture, Google, Adidas, Marriott, Microsoft, Reebok, PayPal, Hertz, LVMH, Nissan Renault, Danone, Uber & RB.

You & Mr Jones is headquartered in New York and has offices in 40 countries & over 50 cities including Amsterdam, Bangalore, Bangkok, Bogota, Boston, Cape Town, Dubai, Geneva, Hong Kong, Istanbul, Jakarta, London, Los Angeles, Manila, Mexico City, Mumbai, Paris, San Francisco, Sao Paulo, Seoul, Shanghai, Shenzhen, Singapore, Sydney, Tokyo & Toronto.

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