



## Marchex Appoints Anna Forbes as Managing Director, UK and John Carman as Vice President Enterprise Sales to Accelerate Mobile Advertising Analytics Leadership

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SEATTLE--(BUSINESS WIRE)--May 2, 2016-- [Marchex](#) (NASDAQ: MCHX), a mobile advertising analytics company, today announced the appointment of two new members to its senior leadership team. Anna Forbes has joined as Managing Director, United Kingdom and John Carman as Vice President of Enterprise Sales. Forbes will lead the company's UK sales and account management teams, while Carman will oversee enterprise sales.

Forbes has more than 12 years of experience in enterprise technology and advertising sales. Most recently, Forbes led the EMEA sales team at AppNexus, a cloud-based software platform that optimizes the programmatic sale and purchase of digital advertising. Prior to AppNexus, Forbes served as Chief Operating Officer at Brainient, a technology company that delivers interactive video advertising and personalized video retargeting. At Marchex, Forbes will support the growing demand in for the company's industry-leading Marchex Call Analytics platform.

Marchex Call Analytics brings next-generation call analytics capabilities previously unavailable to marketers in the United Kingdom. These include channel-specific solutions such as [Marchex Call Analytics for Search](#), the only solution that provides 100% real-time attribution for phone calls from mobile search. In addition, phone calls are analyzed by Marchex Call DNA, the only conversational analytics solution that visually maps, classifies and scores every phone call automatically.

"We're seeing tremendous interest in Europe and the UK for enterprise-class call analytics," said Gary Nafus, Chief Revenue Officer at Marchex. "Anna's proven experience in advertising technology sales and knowledge of the digital advertising ecosystem will be critical to our accelerating opportunity in Europe." In 2015, Marchex Call Analytics has added customers in the region from a wide variety of industries, including automotive, financial services, hospitality and directory services.

Carman has more than 20 years of enterprise-class software sales and account management experience. Most recently, Carman served as Vice President, Enterprise Sales at Kenshoo, a leading marketing automation platform that manages more than \$5 billion in annual advertising spend for global brands and agencies. Under his leadership, the company rapidly expanded its client base in financial services, eCommerce, Education and Travel. Prior to Kenshoo, he held leadership positions at QlikTech and Oracle. At Marchex, Carman will lead the company's enterprise sales team.

"John is a proven sales leader that deeply understands the digital marketing world," said Gary Nafus, Chief Revenue Officer at Marchex. "John's skill in building momentum in key verticals such as financial services will be instrumental to our growth."

### About Marchex

Marchex is a mobile advertising analytics company that connects online behavior to real-world, offline actions. By linking critical touchpoints in the customer journey, Marchex's products enable a 360-degree view of marketing effectiveness. Brands and agencies utilize Marchex's products to transform business performance.

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Marchex, Inc.

Investor Relations:

Trevor Caldwell, 206-331-3600

[ir@marchex.com](mailto:ir@marchex.com)

or

Media Inquiries:

Marchex Corporate Communications

206-331-3434

[pr@marchex.com](mailto:pr@marchex.com)