



## Verify Forms an Inspiring Advisory Board

As Verify looks to the future they bring on two strategic advisors to help them revolutionize the data management industry.

AUSTIN, Texas, April 22, 2019 /PRLog/ -- Verify Inc., a smart customer data management company, today announced the addition of Scott Abel and Marcio Esteves to its advisory board. The addition of these experienced and proven leaders will aid in Verify's future high growth strategy and customer centric initiatives.

Scott Abel, a serial entrepreneur, was co-founder of four companies that ran the gamut from enterprise software to consumer services. Their products were adopted at scale, with Motive technology embedded in more than 50 million devices and Spiceworks used by 7+ million IT Pro's monthly. Collectively these companies raised more than \$250M in venture capital, employed more than 1,000 people and generated more than \$1B in revenue. Now he spends his time helping a new generation of entrepreneurs turn their dreams into reality. Verify is proud to have one of the foremost leaders in the technology space to help guide Verify's growth and success.

"I've always loved the early stages of a startup. High energy, focused teams, and just a hint of chaos – it all comes together to produce results far in excess of it's scale. Verify has just such an environment and I'm honored and excited to be a part of the team, said Scott Abel."

Marcio Esteves, Chief Architect at GM currently provides technical leadership to support GM's technology revolution through in-sourcing and Next Gen technologies such as Machine Learning, Big Data, IoT, Micro-services architecture, IaaS, PaaS, Enterprise Service Bus, PLM, Industry 4.0, Digital transformation, and AI first architecture. Marcio has proven success in scaling technology teams, both large and small for rapid growth and expansion. Marcio will help guide Verify's technology leadership so that we make sure we are able to continue to meet our customers every need while presenting a scalable technology architecture.

"A technology strategy is as good as the organization's ability to implement it," stated Marcio. "I am excited to be a part of this next phase at Verify to help them implement and scale."

"We are extraordinarily proud to have these leading experts in the realms of business growth and SaaS technology on our advisory team," said Verify CEO Matt Klepac. "With experience delivering technology solutions to millions of users and profound knowledge of scalable business practices, Marcio and Scott will use their experience and talents to help us revolutionize the data management industry."

### **About Verify Inc.**

Launched in 2016, Verify's singular mission is to help marketers unlock the true potential of their customer data. Headquartered in Austin, Texas, Verify makes it easy to connect apps and glean insights. For more information, visit <http://www.verify.com> or follow [@verifydata](https://twitter.com/verifydata) on Twitter. For more information, please contact [mklepac@verify.com](mailto:mklepac@verify.com).