Mapp appoints Susie Stanford as Independent Non-Executive Director. Growth specialist joins the Board to accelerate Mapp's next phase of expansion.

London, United Kingdom – 23 June 2025 – Global Marketing Cloud provider Mapp, today announces the appointment of Susie Stanford to its Board as an Independent Non-Executive Director (NED).

Stanford brings nearly two decades of experience investing in and scaling technology-enabled consumer businesses globally.

She joins following almost a decade at Livingbridge, a £3 billion AUM growth equity firm backing category-defining consumer technology businesses in the UK, US and Australia. This included World of Books Group, Forge Holiday Group and Loveholidays. Prior to this she held investment roles at Blue Coast Capital, Sapinda and Goldman Sachs.

Susie Stanford commented: "Mapp sits at the intersection of product data, advanced customer analytics and omni-channel marketing capabilities. At a time when natural language data and insight into customer intention have become mission critical for brands and retailers. I am excited to support the team in scaling, deepening its product leadership and continuing to turn insight into profitable growth for its clients."

James Brooke, Chief Executive Officer at Mapp, said: "Susie has backed – and sat on the boards of – some of the most dynamic consumer and eCommerce brands. Her ability to spot category-defining companies, coach leadership teams and this through creating long-term value is exactly what we want around the Mapp board table as we write the next chapter of our growth story."

About Mapp

Mapp helps businesses boost customer engagement by combining AI-powered insights with cross-channel marketing automation. With over 20 years of experience and trusted by 700+ brands like PizzaExpress, Geox, Turnbull & Asser, Umbro, and Furla, Mapp empowers marketers to create personalized, data-driven campaigns across multiple channels. Its platform makes it easy to turn insights into actions, optimizing strategies, and delivering measurable results.

Learn more at **mapp.com**.

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