



ReviewTrackers

MEDIA KIT





ABOUT REVIEWTRACKERS

ReviewTrackers is the award-winning customer feedback software that helps businesses measure and transform the customer experience. The platform collects review data from 100+ review sites to surface customer insights that enable brands to listen, comprehend and make data-driven decisions about what their customers truly need or want.

Reliable, accurate, and easy-to-use, ReviewTrackers specializes in collecting online reviews from all major review sites and helps businesses discover and interpret key customer insights at a time when word of mouth and consumer opinions have gone digital.

Trusted by 40,000+ businesses, ReviewTrackers helps busy professionals save time, money and resources so they can focus on what matters most: their customers.

OUR STORY

Founded in 2012 by digital marketer Chris Campbell, ReviewTrackers is an award-winning software company that provides data and technology for tens of thousands businesses looking to monitor their reviews, manage their business reputation, and understand their customers. The company is headquartered in Chicago and currently employs 50+ full-time staff.

2012

ReviewTrackers was named SMB Future Digital Marketing Star by BIA/Kelsey and one of the top 20 companies in Start-Up Chile.

2013

ReviewTrackers was named SXSW Accelerator Innovative Web Technologies finalist. The company also gained entry into the prestigious Gener8tor accelerator program.

2014

ReviewTrackers raised a \$2 million funding round from a group of premier Midwest investors.

2015

Chris Campbell of ReviewTrackers was voted as one of the Top Chicago Startup Founders Under 30. Software review website G2 Crowd also recognized ReviewTrackers as one of the top providers in the 'Users Choice List in the Highest Rated Support' category.

OUR STORY continued

2016

In 2016, ReviewTrackers raised \$4 million in growth capital, bringing the company to \$6.1 million in total financing. The company also achieved a milestone by collecting its 10 millionth review. ReviewTrackers was also:

- named a finalist in Chicago Inno's Coolest Companies
- won a golden trumpet for Best B2B Marketing
- listed as one of the companies in Owlser's 2016 Hot in Chicago awards
- named a finalist in the "Best B2B Startup" category of the Built in Chicago Moxie Awards
- listed as one of G2 Crowd's Top 25 Software products
- selected as startup leader for Technical.ly & Comcast NBCUniversal's Tomorrow Tour
- won the Chicago Inno 50 on Fire award in the B2B category

2017

In 2017, ReviewTrackers crossed the 50-employee threshold.

The company continues to grow, with a focus on developing a world-class customer feedback management and analytics platform that helps enterprises make better decisions and create better customer experiences.

EXECUTIVE BIOGRAPHIES



Chris Campbell is the founder and chief executive officer of ReviewTrackers. With a vision of making ReviewTrackers the market-leading platform in measuring and transforming the customer experience, he continues to set overall company strategy, with a laser-focus on developing scalable technology solutions which respond to the needs of enterprise clients across key markets.

Before ReviewTrackers, Chris was the Director of Online Marketing at Lakeshore Branding, a digital agency that he established in 2007. He sold his first company (with over \$1 million in revenue in the first year) at the age of 19 and has successfully developed marketing campaigns for United Nations, Dell, University of Chicago, Pep Boys, Nissan, Gore-Tex, and Jamba Juice, among many others. In 2011, he became a Strategist for Be Found Online, a boutique online marketing agency in Chicago.

With a finger always on the pulse of the global entrepreneurial community, Chris regularly takes the time to help mentor promising startups. He is a volunteer Global Facilitator for Startup Weekend, where he has helped organize over 25 events around the world. He is also a regular contributor to several business sites and blogs, such as Forbes, CNBC, Entrepreneur, Built in Chicago, Technori, and Tech Cocktail.

Chris graduated with a Bachelor of Arts degree from DePaul University, where he won the 2009 DePaul Outstanding Entrepreneur of the Year award.

EXECUTIVE BIOGRAPHIES continued



Kevin Kent is the chief operating officer of ReviewTrackers; a Chicago-based software company that helps over 30,000+ businesses measure and transform their customer experience.

Equipped with over 10 years of finance, accounting, and operations experience, Kevin is responsible for managing ReviewTrackers' day-to-day operations, improving the company's capital efficiency, and providing financial analysis to maximize revenue.

Prior to ReviewTrackers, Kevin worked as a senior financial analyst at the private equity firm Golub Capital. He was also an associate at Grosvenor Capital Management, a hedge fund managing more than \$25B in assets.

Kevin graduated from the University of Iowa with a degree in finance then went on to study international business at King's College in London. He also participated in the international business incubator Start-Up Chile in 2011.

EXECUTIVE BIOGRAPHIES continued



Erik Skurka is the vice president of product for ReviewTrackers; a Chicago-based software company that helps over 30,000+ businesses measure and transform their customer experience.

An industry veteran and accomplished product expert specializing in agile development, Erik works closely with customers and cross-functional teams in order to accelerate product growth at ReviewTrackers, as well as to create a roadmap that drives the best possible outcomes for customers. Under his leadership and expertise, the ReviewTrackers product team is able to leverage data to drive decision-making, helping bring to life features that strengthen customer lifetime value.

Before ReviewTrackers, Erik held a leadership role at PowerReviews, and as VP of product, he hired and grew a team of product managers, designers, data scientists, and operators, while successfully executing on a vision that helped the company nearly triple both its headcount and revenue during his tenure. He also previously served as product manager for Cars.com, and co-founded Chalk Talk Communications, a technology startup, as an undergraduate at University of Colorado Boulder.

Since 2012, Erik has been a volunteer for Western Golf Association's Evans Scholar Foundation and also works as a student mentor at University of Colorado.

MEDIA DOWNLOADS



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PRESS

ReviewTrackers has been featured in

Inc.  **Forbes** **CNN** **The New York Times**
The Washington Post **TE** **VentureBeat**

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Boilerplate

ReviewTrackers is the award-winning customer feedback software that helps businesses transform the customer experience. The platform collects review data from 85+ review sites to surface customer insights that enable brands to listen, comprehend and make data-driven decisions about what their customers truly need or want.

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