

NEWS RELEASE

SundaySky Expands Strategic Advisory Board as Company Accelerates Growth

2024-09-11

Elizabeth Drori and Daniel Jurow bring extensive marketing and media experience to help accelerate SundaySky awareness with new audiences while providing invaluable insight on product vision

NEW YORK--(BUSINESS WIRE)-- **SundaySky**, the premier AI-powered video platform built for the needs of modern enterprises, announced today that Elizabeth Drori and Daniel Jurow have joined its strategic advisory board. Drori and Jurow join SundaySky's growing advisory board of experienced and prominent industry marketing leaders, including David Edelman, Harvard Business School senior lecturer and former Aetna chief marketing officer, and Jessica Deckinger, the former chief communications officer at Everbridge and current operating executive with private equity firm Clearhaven Partners. The company's advisory board provides valuable insights on market opportunities where SundaySky's platform supports business goals for growth and profitability with efficient, personalized, and scaled video content and communications.

"I'm thrilled to join the advisory board of SundaySky at a time when personalization and video are critical unlocks in the customer journey," Elizabeth Drori said. "SundaySky's ability to create meaningful, real-time personalized experiences offers a competitive advantage for brands looking to engage their audiences in a dynamic and impactful way. I look forward to bringing my retail and brand experience to help raise awareness and support market expansion at SundaySky." (Photo: Business Wire)

"Elizabeth and Daniel each bring valuable expertise and connections to our advisory board that will be incredibly impactful in growing SundaySky's audience and supporting our product roadmap," said Marc Zions, chief executive officer of SundaySky. "We're excited to see the value they'll bring to our already dynamic advisory board as we expand market awareness and accelerate SundaySky's growth."

As a marketing and e-commerce executive, Drori brings a proven track record of building global brands and leading retailers through digital transformation. Currently chief marketing officer at hands-free footwear leader Kizik, Drori is responsible for developing and executing Kizik's global brand strategy while leading marketing efforts across all consumer touchpoints, including e-commerce, media, creative, and brand communications. Before Kizik, Drori was chief marketing officer and general manager of e-commerce at Sperry, where she played a pivotal role in repositioning the brand for growth. She has also held leadership roles at Walmart and Converse and was a management consultant at BCG.

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Jurow brings over 25 years of creative industry experience to the SundaySky advisory board, with a proven ability to help companies achieve transformational growth and performance. As global chief operating officer at DNEG, Jurow has helped the Oscar-winning entertainment services company diversify with the launch of DNEG IXP and DNEG 360 into experiential, gaming, and end-to-end pre-production and production services driven by advanced real-time technologies. Previously, Jurow spent 15 years at R/GA, helping build it into one of the world's most highly regarded global innovation agencies, creating breakthrough digital products, services, and customer experiences for top Fortune 100 brands.

"SundaySky brings together the best of genAI software, data-driven marketing tools, and self-service video production, delivering fantastic engagement in a unique and efficient way. Product and CX leaders, marketers and HR executives alike can reap the benefits," Jurow said. "I'm looking forward to helping SundaySky expand its enterprise video use cases across industries and functions."

SundaySky's platform empowers business users to easily create high-impact videos. The platform's enhanced capabilities and features released over the past 18 months have resulted in an 87.5% reduction in the average user's time to create a video. These innovations include the following:

- The introduction of AI Copilot in 2023 – today the majority of videos created utilize AI capabilities.
- Expanded creative customization and media capabilities.
- Additional data integrations for personalization at scale, including data connectors for Marketo and Google Sheets.
- Enhancements to the user interface for video management and organization.
- Increased accessibility for an inclusive, compliant video experience for everyone.

To date, the SundaySky platform has generated just under five billion videos. SundaySky has experienced a 45% year-over-year increase in user growth in the last twelve months. In 2024, the company expanded its customer base by 25% across all industries, with the most growth seen in the B2B software category, adding new customers such as MailChimp, Netskope, and ZoomInfo, followed by financial services companies and credit unions.

Additional resources:

- Learn more about the **SundaySky video platform** and **AI video capabilities**
- See **SundaySky customer stories**
- Download **Forrester's report** to selecting the right enterprise video platform
- View **SundaySky's leadership team**

About SundaySky

SundaySky is the premier enterprise video platform, empowering teams to create and deliver videos faster, easier, and more personalized. Our AI-powered platform seamlessly connects with existing software, making video creation accessible, efficient, and impactful across every customer journey. In a fragmented landscape of disjointed video tools, SundaySky's comprehensive solution unifies the capabilities and use cases required by companies to quickly and easily meet their customers' expectations for video. Fortune 500 businesses and growth brands alike, including 1-800 Contacts, Aetna, Bank of America, Okta, Staples, T. Rowe Price, UnitedHealthcare, and many others, have adopted SundaySky to modernize the way they create, personalize and share videos at scale. Learn more at www.sundaysky.com .

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Source: SundaySky