**Leadership Team Bios**

**Joe Kindness**

Founder & CEO

Joe started his career as a developer and since has created many internet businesses. He has now moved on to the position of CEO and has enjoyed all the challenges it has brought. Joe’s unwavering customer focus and leadership has seen AgencyAnalytics grow to $20+M in revenue and over 6,500 customers. His dedication to continuous improvement and team building has propelled the organization to new heights, ensuring it remains adaptable and competitive in an ever-evolving business landscape.

**Blake Acheson**

Founder & CTO

Blake has been building Marketing SaaS Applications for over 20 years. A Cloud-Native Engineer passionate about containerization, automation, and scalability. His knack for anticipating industry trends and translating them into practical solutions has empowered AgencyAnalytics to consistently deliver innovative, scalable, and reliable software products that exceed customer expectations. Under his leadership, AgencyAnalytics continues to thrive, pushing the boundaries of what's possible at the intersection of technology and the marketing agency world.

**Jesse Smith**

Chief Product Officer

Jesse is a software engineer with a passion for simplifying time-consuming processes. He leads the reporting team at AgencyAnalytics, determined to deliver the industry standard in marketing reports. As the third employee of AgencyAnalytics, Jesse has tirelessly championed a commitment to innovation and customer-centric development. His deep programming expertise, coupled with a dedication to pushing the envelope, has consistently delivered groundbreaking solutions for marketing agencies.

**Jacob Varghese**

Chief Sales and Marketing Officer

With over 15 years of entrepreneurial and hands-on experience in B2B SaaS, Jacob is a seasoned professional specializing in sustainable and predictable revenue growth. He has successfully built data-driven marketing and sales teams, creating GTM centers of excellence that drive revenue (ARR) and customer expansion. Jacob’s leadership style centers around fostering a culture of collaboration and open communication, ensuring alignment between marketing, sales, and other departments.



**Leadership Team Bios Continued**

**Sandeep Kittur**

Chief Operating Officer

Sandeep Kittur is a finance & analytics professional with extensive experience across the tech landscape. He loves translating strategic vision into execution roadmaps aided by deep customer insight through data and research. Sandeep leads the operations team to build operational excellence and drive winning outcomes for the company.

**Lyse Cornelius-Biggs**

Chief People Officer

Lyse is a high-impact People and Culture Leader with over 20+ years spanning the Financial Services, Retail and Tech sectors. She is a Certified Coach and Change Management Practitioner with a proven track record of building ground-up people strategies for high-growth companies. Lyse leads the People Team at AgencyAnalytics to deliver a seamless employee and candidate experience, enabling our ambitious growth.

**Matthew Davis**

VP of Customer Success

Matt brings over a decade of experience managing customer-facing teams, projects, and research across a wide range of industries. He now leads the customer support and customer success departments within AgencyAnalytics. Matt strongly believes that a successful business is built on the foundation of satisfied and thriving clients. Matt is a dedicated advocate for marketing agencies and constantly strives to ensure that agencies are poised for sustained growth and success with AgencyAnalytics.