



NEWS RELEASE

Erin Goodsell Joins Weave as Chief Legal Officer

2022-07-06

After over 15 years advising tech leaders like Facebook, Instagram and Qualtrics, Goodsell joins Weave's executive team

LEHI, Utah--(BUSINESS WIRE)-- Weave (NYSE: WEAV), the all-in-one customer communication platform for small business, has added experienced B2B tech counsel Erin Goodsell to its executive team as Chief Legal Officer.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20220706005679/en/>

(Photo: Business Wire)

Goodsell comes to Weave after serving as Director & Associate General

Counsel at Qualtrics for nearly six years, specializing in helping high-growth tech companies tackle privacy, strategic and growth hurdles. She was instrumental in enabling one of the largest SaaS acquisitions in history and a successful IPO in her tenure at Qualtrics, where she also helped scale the business to cross \$1 billion in revenue in 2021.

Prior to joining Qualtrics, Goodsell spent over eight years at international tech law firm Cooley LLP. She represented a variety of major corporations from small biotech companies to pharmaceutical, software and retail companies in commercial litigation, intellectual property litigation, privacy litigation, and class action and securities litigation.

"Welcoming a talent like Erin to the Weave leadership team is not just a pleasure, it's an honor," said Weave CEO Roy Banks. "Her track record of excellence and achievement both in-house and as an external advisor to high-growth tech companies makes her a perfect fit for Weave."

For more information about Weave and its executive team, [visit the Company page of the Weave website](#).

About Weave

Weave is the all-in-one customer communications and engagement platform for small business. From

the first phone call to the final invoice and every touchpoint in between, Weave connects the entire customer journey. Weave's software solutions transform how local businesses attract, communicate with and engage customers to grow their business. The first Utah company to join Y Combinator, Weave has set the bar for Utah startup achievement & work culture. In the past year, Weave has been included in the Forbes Cloud 100, Inc. 5000 fastest-growing companies in America, and was certified as a Great Place to Work. To learn more, visit www.getweave.com/newsroom/.

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Source: Weave

Released July 6, 2022