

## **Sendinblue Welcomes Olivier Legrand as Chief Operating Officer**

*Legrand will operate from Sendinblue Paris headquarters and oversee Sendinblue's growth and operations globally*

SEATTLE, April 11, 2022 – [Sendinblue](#), the leading all-in-one digital marketing platform for small to medium-sized businesses, is pleased to announce the appointment of Olivier Legrand as Chief Operating Officer. In this newly created role, Legrand will closely collaborate with Armand Thiberge, CEO and founder of Sendinblue, and will oversee strategy, operations, go-to-market, talent, and international growth.

Legrand comes to Sendinblue with 20+ years of sales leadership and operations experience in the tech sector. Most recently, he was VP and Managing Director of Asia Pacific and China at LinkedIn, and under his watch, LinkedIn's Asia Pacific doubled its membership and tripled in revenue.

"I am excited to join Sendinblue. I feel deeply connected with the company's vision to help small and medium-sized businesses grow and thrive digitally. A lot has been achieved over the past 12 years by Armand and the team, and still, there is so much opportunity ahead," said Olivier Legrand, COO at Sendinblue. "I'm looking forward to working with this stellar team to drive serious growth in the years to come."

In addition to hiring a new COO, Sendinblue has experienced rapid growth in North America, the company's fastest-growing market. This growth has led to the acquisitions of Metrilo, Chatra, Pushowl, and MeetFox in the last seven months, which have expanded the company's digital marketing and e-commerce offerings for SMBs.

"We are excited for Olivier to join our dynamic leadership team to help accelerate Sendinblue's growth by building, developing, and organizing our team globally," said Armand Thiberge, founder and CEO of Sendinblue. "Olivier's professional success and leadership acumen will be an invaluable addition to the team as he will drive growth and develop our talent while ensuring that our DNA and culture remain focused on our customers and employees."

"With Olivier's extensive experience in leading purpose-driven businesses and building talented teams, he is joining Sendinblue at a pivotal and exciting time," said Steffen Schebesta, CEO of North America and VP of Corporate Development at Sendinblue. "As we continue to grow our company and

products in the U.S. market, his guidance for our team will be crucial. We are confident in his ability to drive Sendinblue to new heights.”

Legrand holds a Bachelor’s degree in Business Administration from Paris School of Business. He volunteers his time as a board member of The Food Bank Singapore, helping solve food wastage as well as Room to Read, a leading nonprofit for children's literary and girls' education across Asia and Africa.

### **About Sendinblue**

Sendinblue is the only all-in-one digital marketing platform empowering B2B and B2C businesses, e-commerce sellers and agencies to build customer relationships through end-to-end digital marketing campaigns, transactional messaging, and marketing automation. Unlike other marketing solutions built for enterprise-level budgets and expertise, Sendinblue tailors its all-in-one suite to suit the marketing needs of growing SMBs in tough markets. Sendinblue was founded in 2012 by Armand Thiberge with a mission to make the most effective marketing channels accessible to all businesses. Headquartered in Paris with offices in Seattle, Berlin, Bangalore, Sofia, Noida, and Toronto, Sendinblue supports more than 300,000 active users across 160 countries.

### **Media Contact**

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