

LEGALZOOM

LegalZoom Names John Buchanan as Chief Marketing Officer and Kathy Tsitovich as Chief Partnership Officer

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GLENDALE, Calif.--([BUSINESS WIRE](#))--LegalZoom, the leading provider of online legal help, announced today that John Buchanan will join as Chief Marketing Officer, and Kathy Tsitovich will join as Chief Partnership Officer. As the company continues to expand and redefine how legal help is accessed, the new senior leaders will be instrumental in developing and bringing to market a modern, integrated ecosystem of world-class legal solutions that best serve their customers' needs.

"I'm delighted to welcome these two highly accomplished individuals as we accelerate investment in our growth," said Dan Wernikoff, CEO of LegalZoom. "With John's grasp of marketplace dynamics and experience building global brands, he is ideally suited to lead profitable marketing strategies for world-class products and services that enrich our customers' lives. Kathy brings well-rounded expertise in facilitating and nurturing partner relationships, and a profound understanding of small businesses. In her newly created role, she will identify and develop partnerships that expand our ability to serve our customers and deliver seamless experiences with the right product at the right time."

John Buchanan joins LegalZoom from the National Football League, where he served as Senior Vice President of Marketing Strategy and Sciences, helping to drive fan acquisition and engagement by leading efforts focused on marketing strategy and budgets, media planning and buying, research, data and insights, and marketing technology and performance marketing initiatives. Prior to his time at the NFL, Buchanan spent much of his career as a marketing and sales executive, working in different industries, driving significant revenue and profit growth through various business models including subscription and e-commerce efforts while building global marketing, brand and product strategies at companies like Electronic Arts, Adobe, and Mattel. Buchanan graduated from the University of Southern California, and he currently serves on the advisory board of the USC Marshall Undergraduate School of Business, guest lectures at various universities including USC, and advises several non-profit organizations dedicated to helping under-served communities.

"This is a highly exciting time of growth for LegalZoom, and I'm thrilled to be joining the executive team in this compelling role that unites both my marketing and sales capabilities," said Buchanan. "It's more important than ever for people to have options when handling legal matters in their lives, and the company is uniquely positioned to continue to drive disruption in the legal market while providing cost-effective, holistic legal solutions. I fundamentally believe LegalZoom provides services that improve people's lives while helping to fulfill their personal and professional dreams. I look forward to driving go-to-market strategies for products and services that not only meet customer needs and makes their lives better, but drives significant growth and long-term value for the business."

Kathy Tsitovich joins LegalZoom after spending 20 years at Intuit, where she was a Vice President leading the planning team in the pending Credit Karma acquisition. Prior to that role, she held various leadership roles across Intuit including Vice President of Partnerships for Intuit's Consumer Group, and Director of Small Business Partnerships and Corporate Strategy & Development teams. She holds a patent for algorithm and models in creditworthiness based on financial management data and is a 2014 winner of the Scott Cook Innovation Award. Prior to Intuit, Tsitovich worked in investment banking after graduating from the University of Missouri with a B.S. in Business Administration and Finance.

"I'm excited to be joining the team as Chief Partnership Officer this month," said Tsitovich. "LegalZoom's ability to deliver innovative and affordable legal help, both via people and a robust technology platform, presents a massive opportunity for our customers, partners, and business growth. Broadening our roster of trusted partners and expanding our collection of seamless solutions opens the door to new ways in which to address more of our customers' needs."

Both John Buchanan and Kathy Tsitovich will start with LegalZoom at the end of August.

About LegalZoom

LegalZoom is a trusted online platform that provides legal help to individuals, families, and small businesses. LegalZoom empowers millions of people in the U.S. and the U.K. to grow their business, care for their families, and protect their ideas.



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