



Talkwalker Appoints David Low as Chief Marketing Officer

Seasoned marketing and advertising-industry growth executive will lead Talkwalker's global marketing strategy and direction

NEW YORK – December 6th, 2022 – Talkwalker, a leading consumer intelligence and deep listening company, announced David Low as the company's new Global Chief Marketing Officer (CMO).

As Global CMO, Low will be responsible for galvanizing Talkwalker's market leadership position in AI-enabled consumer intelligence and driving next-level growth for the company. Low joined Talkwalker earlier this year as the VP of Marketing for the Americas and rapidly advanced to lead Talkwalker's global marketing strategy as CMO.

"David brings world-class strategy to our marketing and product offerings to make the lives of PR and marketing professionals more seamless than ever before," said Lokdeep Singh, CEO of Talkwalker. "David's leadership and expertise combined with our industry leading insight capabilities are creating an alchemy that we're very excited about."

Low has more than 25 years of marketing and advertising experience, leading various companies, from start-ups to Fortune 500s, delivering high-performance, integrated marketing strategies that elevate organizations to market leaders and rapidly expand market share.



"Talkwalker has become synonymous with social media listening leadership, and I'm thrilled to build on that for the next exciting phase of Talkwalker's growth and market leadership in consumer intelligence," said David Low, CMO of Talkwalker. "In this role, I will take charge of Talkwalker's commitment to a customer-first approach, and continue to help roll out solutions that enable marketers to build closer and more profitable relationships with their consumers."

Prior to joining Talkwalker, Low worked for some of the most well-renowned agencies in the marketing industry including McCann Erickson, BBDO, Grey Group. He later co-founded and served as President of Launchpad Advertising for nearly 10 years.

About Talkwalker

Talkwalker is the #1 consumer intelligence company and is dedicated to helping brands close the gap between brand and consumer. Recognized as a Leader in Consumer Intelligence and Social Listening, Talkwalker brings together market-leading social analytics and AI technology, with unstructured data expertise, and a global team of insights analysts and data storytellers.

Talkwalker enables brands to put consumers at the heart of their decision-making, empowering them to embrace smarter innovation, create more successful campaigns, and provide enhanced customer experiences. With teams around the world, Talkwalker helps over 2,500 global brands be consumer close, and accelerate their brand growth.

To discover more about Talkwalker, please visit www.talkwalker.com.