



NEWS RELEASE

Pivotree Appoints Cliff Isaacson to Chief Product Officer

1/18/2024

TORONTO--(BUSINESS WIRE)-- Pivotree Inc. (TSXV: PVT) ("Pivotree"), a leading provider of **frictionless commerce** solutions and services, today announced the appointment of Cliff Isaacson as Chief Product Officer. Mr. Isaacson joined the company on January 15, 2024.

As Chief Product Officer, **Cliff Isaacson** will be responsible for building winning product strategies focused on the evolution of existing products and supporting the development of new products. He will lead product teams and manage the overall solution introduction and product strategy for Pivotree.

"We are thrilled to welcome Cliff Isaacson to Pivotree," said Bill Di Nardo, CEO of Pivotree. "His experience in leading product strategies and expanding solution offerings for large scale enterprise retailers, distributors, and manufacturers will be invaluable as we continue to support our customers with adapting to the ever-changing market and striving to digitally transform their business and retail experience."

Cliff brings over twenty years of industry experience with supply chain and product management expertise. Prior to this role, Cliff led product strategies as Senior Retail Business Consultant for o9 Solutions, as well as leading the implementation of price optimization and supply chain management solutions at Blue Ridge Global as Executive Vice President of Product Strategy.

Prior to joining Pivotree, Cliff founded Prolific Virtue and played a key role in its growth and acquisition by Blue Ridge. He also co-founded CarrierPoint and served as Chief Technology Officer until its acquisition by TransCore, managing strategy and all aspects of pricing and syndicated data management across retail, distribution, manufacturing, and aftermarket sales.

Cliff holds a Bachelor of Science (BSc) in Computer Science from Northwestern University and a Master of Science (MSc) in Industrial Administration from Carnegie Mellon University, Tepper School of Business.

Pivotree Announces New CUSIP Number

Pivotree also announced today that its common shares will begin trading under a new CUSIP number, 72583H106, and ISIN number, CA72583H1064.

The new CUSIP is a result of the completion of the Company's short-form, vertical amalgamation with its wholly-owned subsidiary, Thinkwrap Solutions Inc., as previously announced on January 3, 2024. The Company's new CUSIP number is expected to commence trading on or around Monday January 22, 2024, and remains subject to the final approval of the TSX Venture Exchange. Any questions by shareholders in respect of the change to the numbers and their registered holdings should be directed to the Company's investor relations contacts.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

About Pivotree

Pivotree, a leader in **frictionless commerce**, strategizes, designs, builds, and manages digital Commerce, Data Management, and Supply Chain solutions for over 200 major retailers and branded manufacturers globally. With a portfolio of digital products as well as managed and professional services, Pivotree provides businesses of all sizes with true end-to-end solutions. Headquartered in Toronto, Canada, with offices and customers in the Americas, EMEA, and APAC, Pivotree is widely recognized as a high-growth company and industry leader. For more information, visit www.pivotree.com or follow us on [LinkedIn](#).

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