Senzing Expands Executive Team to Fuel Growth
Appoints New Heads of Global Sales, Business Development & Partnerships

LAS VEGAS – March 2, 2023 – Senzing, Inc., the Smarter Entity Resolution® company, today announced the addition of two technology veterans to its senior executive team. Will Layton, former head of public sector sales at Senzing, was appointed senior vice president and head of global sales. Anthony Farinha, former Couchbase senior director, has joined Senzing as vice president of global business development and partnerships. These new positions will help further the company's momentum as it expands into new markets.

Senzing is the leading provider of entity resolution software, a critical piece of technology required to match records about people and organizations and graph the relationships between them. Senzing solves the age-old IT argument of "build versus buy" with its sleek API. According to the 451 Research 2022 Voice of the Enterprise survey, 64% of organizations report that nearly all or most strategic decisions are data driven and 79% think data will be more important to decision-making over the next 12 months.[1]

"Senzing is poised for huge growth within existing and new markets," said Layton. "Anthony and I had great success when we worked together at Dell EMC. The addition of Anthony to the Senzing team will accelerate our momentum with ISVs and other partners."

Layton is a 25-year plus technology veteran. In addition to Senzing, he has served in sales, business development, engineering and IT executive positions at a range of companies including Dell EMC, XO Communications, Bank of America and Ticketmaster, and has advised numerous startup companies on their sales and growth strategies. Layton graduated from the University of Louisville with a B.S. in Computer Engineering.

"It's a privilege to work with the Senzing founding team members who collectively are the industry's experts in entity resolution," said Farinha. "Senzing delivers strong value propositions to ISV and SI partners through the power and simplicity of the Senzing API combined with flexible and rapid integration and deployment options."

Farinha is a seasoned business development leader focused on building strategic partnerships and alliances. Prior to joining Senzing, he led global partnerships and alliances at Couchbase and held director and senior management positions at Dell EMC and Symantec. Farinha began his career in management consulting and investment banking after graduating with an A.B. cum laude from Brown University.

"As we enter our next phase of growth, I am thrilled to have Will and Anthony on board to help further the success of Senzing and our customers," said Jeff Jonas, Senzing CEO and founder. "Demand for our Senzing entity resolution API is surging as more enterprises and commercial software vendors realize how critical it is to know who is who, and who is related to whom, in data."

For more information, visit senzing.com.

About Senzing

Senzing is the leading provider of advanced, real-time entity resolution software. With the insights Senzing entity resolution delivers, organizations can make better business decisions while reducing operational costs. The Senzing API is the fastest and easiest way for commercial software vendors and organizations in financial services, public sector, information services and other industries to integrate highly accurate, flexible and scalable entity resolution capabilities into applications, data fabrics and other data services. Senzing is Smarter Entity Resolution. To learn more or try it for free, visit senzing.com.

[1] *451 Research, part of S&P Global Market Intelligence, "No such thing as 'average' for data-driven behavior – Highlights from VotE: Data & Analytics," August 2022*