

# Constant Contact Names Ken Surdan Senior Vice President, Product

**Surdan will lead product strategy, engineering and operations groups to drive innovation**

WALTHAM, Mass.--([BUSINESS WIRE](#))--[Constant Contact®, Inc.](#) (NASDAQ: CTCT) has appointed Ken Surdan to the newly created role of senior vice president, product. The newly created role will oversee product strategy, engineering, and operations, uniting the teams that create and deliver products to Constant Contact's more than half a million small business customers. With executive-level experience at a variety of high-growth companies, such as Turbine Inc., TripAdvisor, and SmartBargains.com, Surdan brings nearly 20 years experience in product and technology to Constant Contact. In this new role, Surdan will drive the development and execution of the product innovation roadmap. He will report to CEO Gail Goodman.

"We're thrilled to add Ken to the executive team. He has exactly the type of experience that will enable Constant Contact to continue to execute on our vision of helping small businesses create and grow customer relationships," said Gail Goodman, CEO of Constant Contact. "Bringing the product strategy, engineering, and operations teams together under one leader will help us drive innovation in an even more efficient, coordinated way."

Surdan has served in a variety of technology and operations roles, most recently as vice president of operations at Turbine Inc., where he was responsible for technical operations and infrastructure, customer service, project management, and international operations. Prior to Turbine, Surdan was the senior vice president of technology at TripAdvisor Inc., and chief operating officer and chief technology officer at SmartBargains.com. At SmartBargains.com, Surdan led initiatives to radically increase reliability and scalability of core systems and improve customer satisfaction. Surdan has also held leadership positions at National Leisure Group, Send.com, The Stride Rite Corporation, The Timberland Company, and Digital Equipment Corporation.

Surdan will be based in Constant Contact's Waltham, Mass. headquarters.

## About Constant Contact

[Constant Contact](#) wrote the book on Engagement Marketing™ - the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate repeat business and referrals through email marketing, social media marketing, event marketing, local deals and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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