

Constant Contact Names Smita Wadhawan as Chief Marketing Officer

Seasoned marketing leader brings deep SMB experience from GoDaddy, Intuit, PayPal and SimplePractice

WALTHAM, Mass., July 14, 2025 /PRNewswire/ -- [Constant Contact](#), a leading provider of digital marketing tools for small businesses and nonprofits, today announced that Smita Wadhawan has joined the company as Chief Marketing Officer.

Wadhawan will oversee all aspects of marketing, including brand, customer acquisition, lifecycle marketing, product marketing, and partner marketing. She will be a key partner to the organization, accelerating growth across both direct and indirect channels, enhancing brand visibility, and exposing the company's value proposition among small businesses and nonprofits as she continues to elevate, enhance, and promote the brand.

"Smita stood out as a marketing leader with a rare combination of strategic depth and operational excellence, especially when it comes to understanding and connecting with small businesses," said Frank Vella, CEO of Constant Contact. "As we continue to invest in delivering more powerful solutions for small businesses, Smita's product-centric approach to marketing, coupled with her demand generation expertise, will help us reach more customers, drive stronger engagement, and grow our impact."

Wadhawan brings more than 15 years of marketing leadership experience at high-growth, customer-centric companies, with a particular focus on small and midsize business (SMB) audiences. She has held key roles at highly regarded organizations, including GoDaddy, Intuit, PayPal, and, most recently, SimplePractice, where she was recognized as one of the Top 50 CMOs by the National Diversity Council in 2024.

"I've long admired Constant Contact's mission and commitment to small businesses, and I'm thrilled to join a company with such a strong legacy and focus on this community," said Wadhawan. "Small businesses trust Constant Contact to help them communicate their brand value, connect with customers, and drive growth. I'm excited to bring a fresh perspective to our marketing strategy to better demonstrate our value as a strategic partner in their long-term success."

About Constant Contact

Constant Contact makes digital marketing easy and effective for small businesses and nonprofits across the globe. Whether just starting or managing complex multi-channel campaigns, SMBs benefit from our powerful SaaS platform that delivers a simplified marketing experience in less time and with better results. With cutting-edge technology, best-in-class deliverability, and award-winning customer support, we help the small stand tall. Learn more at constantcontact.com.

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