Constant Contact Welcomes Nichole Mace as Chief Product Officer

Seasoned product leader and former Constant Contact product manager, returns to lead AI-powered innovation

WALTHAM, Mass., Nov. 19, 2026 /PRNewswire/ -- Constant Contact, the marketing platform that helps small businesses (SMBs) grow, today announced that **Nichole Mace** has joined the company as Chief Product Officer. Mace will lead the product organization building the AI-powered marketing tools small businesses and nonprofit organizations rely on to grow their businesses.

A seasoned product leader and product-led growth practitioner, Mace has built a career with deep roots in small business software and AI. She has built products for customers ranging from SMBs to enterprises, and now returns to Constant Contact where she started as the company's first product manager.

In her new role, she will lead product strategy and the teams building the tools that small businesses use every day. Nichole believes AI has shifted the advantage to small businesses, giving lean teams the ability to compete with companies many times their size.

"Nichole helped shape Constant Contact when it was started out and contributed to the founder-led growth era of this company, so she knows our customers very well," said **Frank J. Vella**, CEO at Constant Contact. "She is also grounded in a perspective that product direction is centered on customer needs. That combination is rare. Our customers don't ask us for AI or segmentation. They ask for more customers and more time back. Nichole knows how to deliver that, and I'm thrilled she's leading our product team."

Working with some of the most well-known technology companies, Mace's career has focused on building product-led growth. Most recently, she was SVP of Product at **Pendo**, leading the core product portfolio and the company's AI transformation, helping grow ARR from $120 million to more than $300 million. During her time at **LogMeIn**, she ran product-led growth for **LastPass**, growing the paying customer base by 70 percent. She has also held leadership roles at **BevSpot**, **Quilt**, **Zipcar**, and **Intuit**.

For Mace, the appointment is also a homecoming. She joined Constant Contact in 2000 as one of the first twenty employees and helped to scale the company from six customers to 150,000. This experience helped to shape her interest in building products for small businesses with a focus on the customer, experiences tailored to industry needs, and helping businesses succeed faster with the right tools.

"In my early years at Constant Contact, I learned how to build a product customers love and rely on," said **Mace**. "At a time when AI is changing how small businesses work, I'm excited to find simple and practical ways to bring AI to them. Our customers trust us, and it's our job to build the tools that will deliver the results that matter most to them."

About Constant Contact

Constant Contact is the AI-powered marketing partner for small businesses, nonprofits, franchises, multi-location brands, and real estate teams. For more than 30 years, Constant Contact has helped entrepreneurs, franchise owners, and nonprofit leaders run smarter marketing. Today, it combines AI-driven content creation, intelligent audience targeting, and plain-English insights in one unified platform across email, social, SMS, and events—keeping every location, agent, or office on-brand and in sync. By doing the heavy lifting, Constant Contact gives every business owner the capability of a full marketing team, without needing one. Learn more at constantcontact.com.

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