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Erik is President and Chief Executive Officer at Notified. Under his leadership, the company is accelerating its efforts to deliver innovative, integrated solutions that empower public relations and investor relations professionals. With more than 15 years of experience across corporate strategy, finance and operations, Erik has led high impact initiatives at Notified since 2018, including M&A integration, financial transformation and operational scale. Most recently, he led Notified's integration into the EQ organization. Earlier in his career, he held leadership roles at PwC and IBM, where he managed complex projects across various industries and specialized in mergers and acquisitions, strategic finance and business transformation. He holds a Bachelor of Science in Business Administration with honors from Boston University.