

Visually Bolsters Leadership Team on Heels of \$3.3 Million in New Funding

Fuels Up for Growth: Appoints Silicon Valley Marketing Exec to Board, Hires VP of Marketing, Expands Product Offering, Doubles Sales Team

SAN FRANCISCO, CA--(Marketwired - Apr 23, 2015) - [Visually](#), a marketing platform for premium on-demand content, announced today that it has strengthened its leadership team by adding Victoria Treyger to its board and hiring Ural Cebeci as its new VP of Marketing.

This expansion in leadership follows on the heels of Visually closing \$3.3 million in funding in early March, in which many existing investors participated. These funds are being used to expand Visually's B2B creative services offerings and capitalize on the growing demand for creative talent. To date, Visually has raised \$15.4 million.

"Both Victoria and Ural bring Visually the deep marketing and business strategy expertise we need to scale," said Visually CEO Matt Cooper. "This combined with our expanded product offering and growing sales team solidly positions us for growth in 2015."

Over the last six months, Visually has expanded its product offerings to include new forms of content such as video, eBooks, animated GIFs and landing pages as well as white papers and case studies. To help businesses navigate the content-driven shift in marketing, the company will continue to invest over the coming months in developing new forms of content as it leads the way in meeting the increasing need for high-quality content among organizations.

To support growing market demand, the company has recently doubled its sales team and over the past 12 months has seen 80 percent growth in average spend per client. To date, Visually works with more than 1,300 businesses, which include 35 percent of Fortune 100 companies.

New Additions to Leadership Team

With 15 years of marketing experience, Victoria Treyger brings Visually experience on scaling revenue in high growth environments with deep expertise across customer acquisition, branding, product and partner marketing as well as customer management and loyalty. For the last three years, Victoria has served as CMO of Kabbage where she has helped to scale the company into the top online provider of small business loans. Prior to that, Treyger served as CMO and in a variety of senior marketing roles at RingCentral, Travelocity and American Express. She received her MBA from Harvard Business School and BA from the University of

Washington.

As Visually's new VP of Marketing, Ural Cebeci, provides a wealth of marketing and strategy experience. Prior to joining Visually, he was the Director of Marketing at Optimizely where he built and led the product marketing, content marketing and marketing automation teams. Before this he headed up the small business marketing team at Skype and worked as a senior marketer at Microsoft. He received his MBA from the Wharton School and MS from Stanford University.

About Visually:

Visually provides businesses with the premium on-demand creative services and resources they need to grow. By leveraging a rigorously-vetted talent pool of design freelancers and a robust online project management system, Visually delivers the highest quality marketing content more efficiently and cost-effectively than traditional methods. With more than 1,300 clients, Visually supports marketers, producers, publishers and agencies across a wide spectrum of industries and services. The company is backed by Crosslink Ventures, Softtech and 500 Startups. For more information, visit [Visual.ly](https://visual.ly) or follow on Twitter [@Visually](https://twitter.com/Visually).

ABOUT VISUALLY

Visually's mission is helping you create visual content that rises above the noise. Our platform seamlessly connects designers, journalists, animators and developers with clients, featuring cloud-based collaboration tools that allow us to deliver high-quality content at unprecedented scale and speed.



Visuallypressroom

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Visually

77 Geary Street

5th Floor

San Francisco, CA 94108

+1 (855) 968-3282

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