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February 10, 2016

The Grommet appoints Jillian Balis as Chief Marketing Officer and Siobhan Dullea as Chief Growth Officer

Somerville, MA: The Grommet (<http://thegrommet.com>), the product launch platform which has discovered and launched more than 2,000 innovative consumer products over the past seven years, announced the addition of two new senior positions to its management team.

Jillian Balis joins The Grommet as Chief Marketing Officer. Balis previously served as SVP of Marketing at PillPack, where she oversaw all marketing initiatives and helped grow the customer base ten-fold. Prior to PillPack, Balis was SVP of Marketing at RetailMeNot, Inc., where she led all B2C and B2B marketing activities in North America. Under Balis' leadership, RetailMeNot's revenue grew by 150% and brand awareness more than doubled, contributing to its successful IPO. Earlier in her career, Balis held senior leadership roles in digital marketing at Starcom MediaVest Group

and Orbitz Worldwide. Balis is an alum of University of Pennsylvania and earned an MBA at Northwestern's Kellogg School of Management.

Siobhan Dullea joins The Grommet as Chief Growth Officer. Dullea was most recently Global Chief Client Officer at C Space (formerly Communispace), a Customer Collaboration Consultancy. Over her 15 years, Dullea helped grow C Space from zero to over \$100M in revenues, participated in its sale to Omnicom Group, Inc., managed two global acquisitions, and grew her team from 8 to almost 400. Dullea is an alum of Boston University and the Babson/Omnicom Senior Management Program.

“After reaching new heights in 2015, I am thrilled to add two new senior positions to The Grommet,” states Jules Pieri, Co-founder & CEO, “With their expertise and wisdom, Jillian and Siobhan will help The Grommet attract new members to our community and continue our mission of launching undiscovered products and helping them succeed.”

About The Grommet:

Since 2008, The Grommet has worked with more than 2,000 independent Makers, inventors, and entrepreneurs to launch early-stage consumer products every weekday. The Grommet discovers, evaluates, and selects products (or “Grommets”) across 16 categories and amplifies them to its community of more than 2.7 million people through storytelling, e-commerce, and fulfillment management. Launched in 2014, The Grommet Wholesale works with 6,400+ Retailers across the US and won Retailer Excellence Awards’ “Rising Star” Award in 2015. For additional information about <http://bit.ly/TheGrommetFactSheet> .