



## **Grammarly Welcomes World-Class Marketing Advisor Christine Petersen**

*Former CMO, B2B President at TripAdvisor Brings 20+ Years of Marketing Expertise to Grow the Leading Writing Enhancement App*

**San Francisco, Calif. – May 21, 2013** – [Grammarly](#), the world’s leading writing enhancement app, today welcomed Christine Petersen, former CMO and B2B president at TripAdvisor, as a marketing advisor. Ms. Petersen will work with Grammarly’s marketing team to build Grammarly’s brand globally.

“Since launching in 2008, Grammarly has annually doubled key metrics such as number of users, revenue, and team members,” said Ms. Petersen. “I am thrilled to work alongside a team – and on a business – with such a track record and promise.”

Most recently, Ms. Petersen served as president of TripAdvisor for Business, where she was responsible for overseeing business-to-business initiatives and revenue streams. She joined TripAdvisor as Chief Marketing Officer in 2004 and held that role until 2010, after serving as vice president of member services and customer marketing at Travelocity. Ms. Petersen also held senior marketing positions at Charles Schwab & Co., American Express, and Fidelity Investments. She received an MBA from Columbia University and a bachelor’s degree from Colby College.

“Last year Grammarly reached more than three million registered users – many through word of mouth,” said Brad Hoover, CEO at Grammarly. “With Ms. Petersen’s expertise in building household consumer brands, we’ll reach many more English writers in the coming years.”

### **About Grammarly**

Grammarly improves communication among the world’s 2+ billion English writers. Its flagship product, the [Grammarly Editor](#), corrects contextual spelling mistakes, checks for more than 250 common grammar errors, and enhances vocabulary usage. More than 3 million registered users worldwide trust Grammarly’s products, which are also licensed by more than 100 leading universities and corporations. Grammarly is a privately held company with headquarters in San Francisco, California. To learn more, visit [Grammarly’s website](#) or connect on Facebook ([www.facebook.com/grammarly](http://www.facebook.com/grammarly)).

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