



Brian Long

Chief Executive Officer & Co-Founder

About Brian

Prior to founding Adaptive, Brian started two prior software companies: Attentive and TapCommerce. Under Brian's leadership, Attentive has grown to \$500M+ in annual revenue, 8,000+ customers and 1,000+ employees. Brian raised ~\$900 Million in venture capital from Sequoia Capital and other leading firms. Brian serves as Chairman of the Board.

Attentive Awards: Deloitte: The third fastest growing tech company in America (2021), Forbes: Top 10 private cloud companies globally (2022), G2: Top 100 Software products in the world (2023), Inc: Best Workplaces (2021).

Previously, Brian co-founded and sold TapCommerce to Twitter, where he worked as a Senior Director. Brian is a graduate of the University of Pennsylvania, and currently on permanent leave from the NYU Stern School of Business.



Andrew Jones

Chief Product Officer & Co-Founder

About Andrew

Andrew is a co-founder and Chief Product Officer of Adaptive. Previously, Andrew co-founded Attentive, where he served as Chief Product Officer. Under his leadership, Attentive grew to serve 8,000+ customers, generate hundreds of millions in annual revenue, and raise over \$850 million in venture capital across 6 rounds. The company expanded to 1,000+ employees with global offices.

Attentive Awards: Deloitte: Third fastest-growing tech company in America (2021), Forbes: Top 10 private cloud companies globally (2022), G2: Top 100 Software products worldwide (2023), Inc: Best Workplaces (2021).

Prior to Attentive, Andrew co-founded TapCommerce, a leader in mobile app retargeting, which was acquired by Twitter in 2014. Andrew's earlier career included various technology roles from Wall Street to startups. He is a graduate of New York University, where he graduated Cum Laude.