

FOR IMMEDIATE RELEASE

Reputation Institute Appoints Kylie Wright-Ford as CEO as it Gears Up for Further Growth

Appointment of CEO follows launch of new global product portfolio and expansion into Asia Pacific

BOSTON, JUNE 11, 2018 – [Reputation Institute](#) (RI), the world's leading provider of reputation measurement, management, and intelligence services, today announced Kylie Wright-Ford as CEO. Wright-Ford is taking over for interim CEO Tyler Newton, Chairman of the Board of Directors and partner with Catalyst Investors. Based at the corporate headquarters in Cambridge, Mass., Wright-Ford will assume global executive responsibility for accelerated growth by scaling Reputation Institute's international presence, and continued investment in the development of proprietary technology platforms including the RepTrak Analyzer -- which will launch in the second half of 2018.

Wright-Ford was previously the Chief Operating and Strategy Officer for World 50, a company that manages private peer communities enabling CEOs and C-level executives from globally respected organizations to stay ahead. Prior to World 50, she was part of the leadership team at New York-based Gerson Lehrman Group (GLG) for seven years. Wright-Ford is the co-author of a book about leadership in the fourth industrial revolution, *The Leadership Mind Switch*, and lived and worked in Australia and the UK before coming to the US. She brings a track record of driving significant revenue growth, leading innovation and building great teams in global settings.

"Kylie's background maps uniquely to our mission and she has a great pedigree of success within companies at the same size, scale and growth trajectory as Reputation Institute," said Newton. "We have significantly expanded our global presence to eleven offices, invested in proprietary technology and firmly established ourselves as the authority on reputation. With Kylie coming on board to lead this great team, we are well-positioned to capitalize on the huge upside potential for this business."

Wright-Ford's appointment comes in the wake of a global product portfolio realignment including the new product launch of CEO RepTrak, a unique measurement system that assesses CEO reputation among multi-national companies. Additional key products will be released to market in Fall 2018 including the RepTrak Analyzer tool, which provides Chief Communication Officers with a software-as-a-service technology platform and a way to conduct on demand analysis of their reputation score. Earlier this year, RI acquired Mettle Consulting Group to bring more data science and machine learning capabilities in-house and opened for business in Sydney, Australia as part of an expansion into the Asia-Pacific.

Wright-Ford said, "I am intrigued and excited by the growth prospects for Reputation Institute. There has never been a more important time in history for companies and their leadership teams to think about the impact of their decisions on a company's reputation among its employees, shareholders and customers. I look forward to driving the business to new heights alongside a very talented team."

About Reputation Institute

Reputation Institute powers the world's most reputable companies. By monitoring, tracking and analyzing stakeholder perceptions, we unleash the power of reputation to enable leaders to build better companies. Our RepTrak® model analyzes the reputations of companies and is best known as the Forbes-published Global RepTrak 100. Underlying the model is the RepTrak methodology, the global gold standard for measuring reputation.

Learn more at:

<http://www.reputationinstitute.com>.

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