



Press Kit

We Are Influencer Marketing.

@miniinaaz

17+ YEARS OF EXPERIENCE. 3.9M+ COLLABS.

Over 30 Billion Views on TikTok Alone.

IZEA created the influencer marketing industry in 2006 when we launched the first platform to pay bloggers to create content for brands. Today, we're a Nasdaq-traded company serving the world's top marketers and creators.

140+

Team Members

\$141M

Capital Raised



About

IZEA Worldwide, Inc. is a marketing technology company providing software and professional services that enable brands to collaborate and transact with the full spectrum of today's top social influencers and content creators. The company serves as a champion for the growing Creator Economy, enabling individuals to monetize their content, creativity, and influence.

IZEA offers three main products and services that can be used in conjunction or separately. The first is a comprehensive influencer marketing service that includes campaign management and strategy development for brands and agencies. The second offering is IZEA Flex, a robust influencer marketing platform that allows marketers to effectively expand their influencer marketing efforts using a modern and flexible framework. Finally, IZEA provides a Creator Marketplace on IZEA.com, which enables creators and marketers to easily connect, collaborate, and transact without any additional fees.





Ted Murphy

FOUNDER, CEO & CHAIRMAN

Ted Murphy is a serial entrepreneur who has founded six companies since 1994. Today he is Founder, CEO and Chairman of IZEA. Murphy has been called the father of paid blogging and is largely credited for creating the influencer marketing industry. In 2006 Murphy launched PayPerPost.com, the first online marketplace that paid bloggers to create content on behalf of brands. Ted's vision for democratizing content and influencer compensation is now a reality in most marketing strategies, from top brands and agencies to small businesses.

Murphy has bootstrapped companies off credit cards, been VC backed and most recently brought IZEA public. His disruptive approach and leadership have enabled him to raise

over \$55 million in equity for his entrepreneurial endeavors in both public and private markets. Murphy's backers have included top tier VCs Draper Fischer Jurvetson and Village Ventures as well as multiple billionaires.

Murphy has consulted for some of the world's largest marketing organizations including FOX, Bombardier, General Motors, Disney. He has also negotiated sponsorships with celebrities such as Kim Kardashian, Diddy and Mario Lopez. Murphy is a prominent TV commentator on tech and social media marketing trends and platforms. His unique point of view from the intersection of media and technology, has led to frequent appearances on Fox Business's Varney & Co, CNBC and Bloomberg TV.



Ryan Schram

PRESIDENT & COO

As President & Chief Operating Officer, Ryan Schram provides day-to-day leadership and managerial oversight for IZEA – championing the needs of its team members, clients, partners, and creators around the world.

Placing company culture and creativity at the center of his approach, Mr. Schram is responsible for the IZEA's overall operational environment, including the Company's client development, client service, marketing communications, human capital, and creator ecosystem organizations. He also leads the Company's corporate business development growth strategy domestically and abroad. Schram was appointed to IZEA's Board of Directors in November 2012.

With over two decades of leadership experience at the intersection of marketing, media, and technology, Ryan has an established track record of driving growth, efficiency, and profitability for leading-edge companies.

In addition to his responsibilities at IZEA, Schram has been actively involved as a board member, advisor, and mentor, for companies including 6x6, TechStars Mobility, Stage Leap, ProfitStreams, and Stratos.

Prior to joining IZEA in September 2011 as the Company's first-ever Chief Marketing Officer, Ryan served as Group Vice President at Merkle (formerly HelloWorld & ePrize). Before Merkle, he held roles of increasing responsibility at CBS/Westwood One and iHeart Media (formerly Clear Channel). His work has been regularly featured in the Wall Street Journal, Fast Company, Entrepreneur, AdAge, and ADWEEK.

Ryan holds a bachelor's degree in Management from the Eli Broad College of Business at Michigan State University. He also serves as Founding Partner of the Influence+United global alliance, developed on behalf of IZEA and its Charter Members around the world.



Peter Biere

TREASURER & CFO

As Chief Financial Officer, Peter is responsible for IZEA's finance and accounting day to day operation as well as guiding the Company's broader fiscal strategy.

Mr. Biere previously served as the Chief Financial Officer of BSQUARE (NASDAQ : BSQR) from 2017 to 2019, a technology provider of intelligent devices and software systems serving a global customer base with software and engineering services. Prior to BSQUARE, he served as Chief Financial Officer for Dreambox Learning from 2012-2016, a venture-backed EdTech SaaS provider utilized by 130,000 teachers to help more than three million students.

Earlier in his career, Mr. Biere served as the Chief Financial Officer of Lumera from 2004-2009, a publicly-traded R&D stage nanotechnology developer of electro-optic modulators, which was an IPO spin-out from Microvision.

He also served as Chief Financial Officer of Zones.com from 1993 to 1999, where he co-led the IPO and was part of the leadership team that grew revenue from \$70 million to \$500 million.

Mr. Biere received a Bachelor of Science and a Master of Science degree in Accounting from the University of Iowa. He earned his CPA license in 1983 in the State of Texas (inactive).

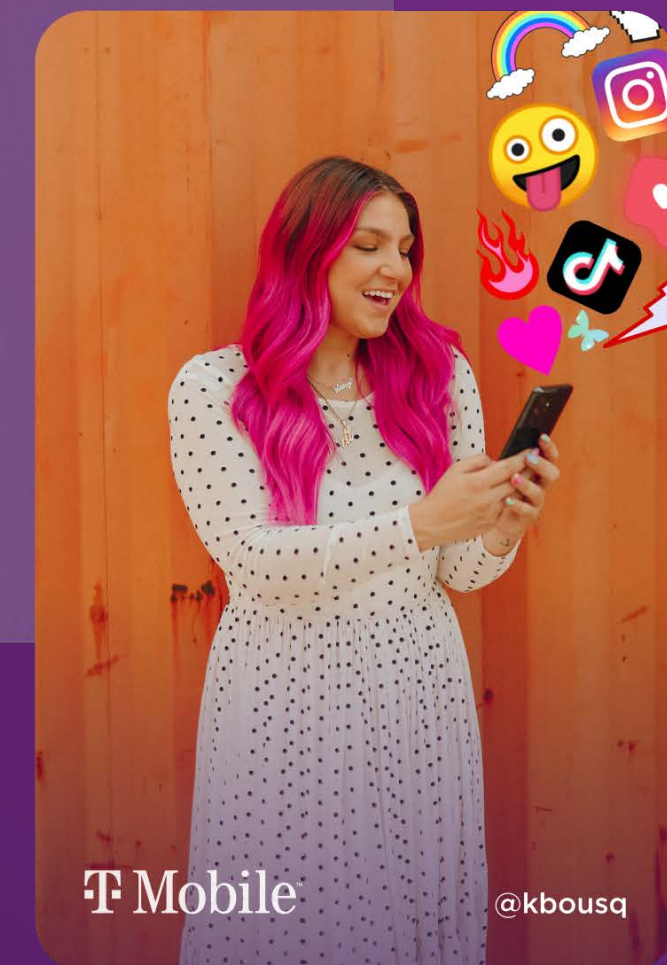
We develop technology
that helps creators and
marketers connect.





Managed Services

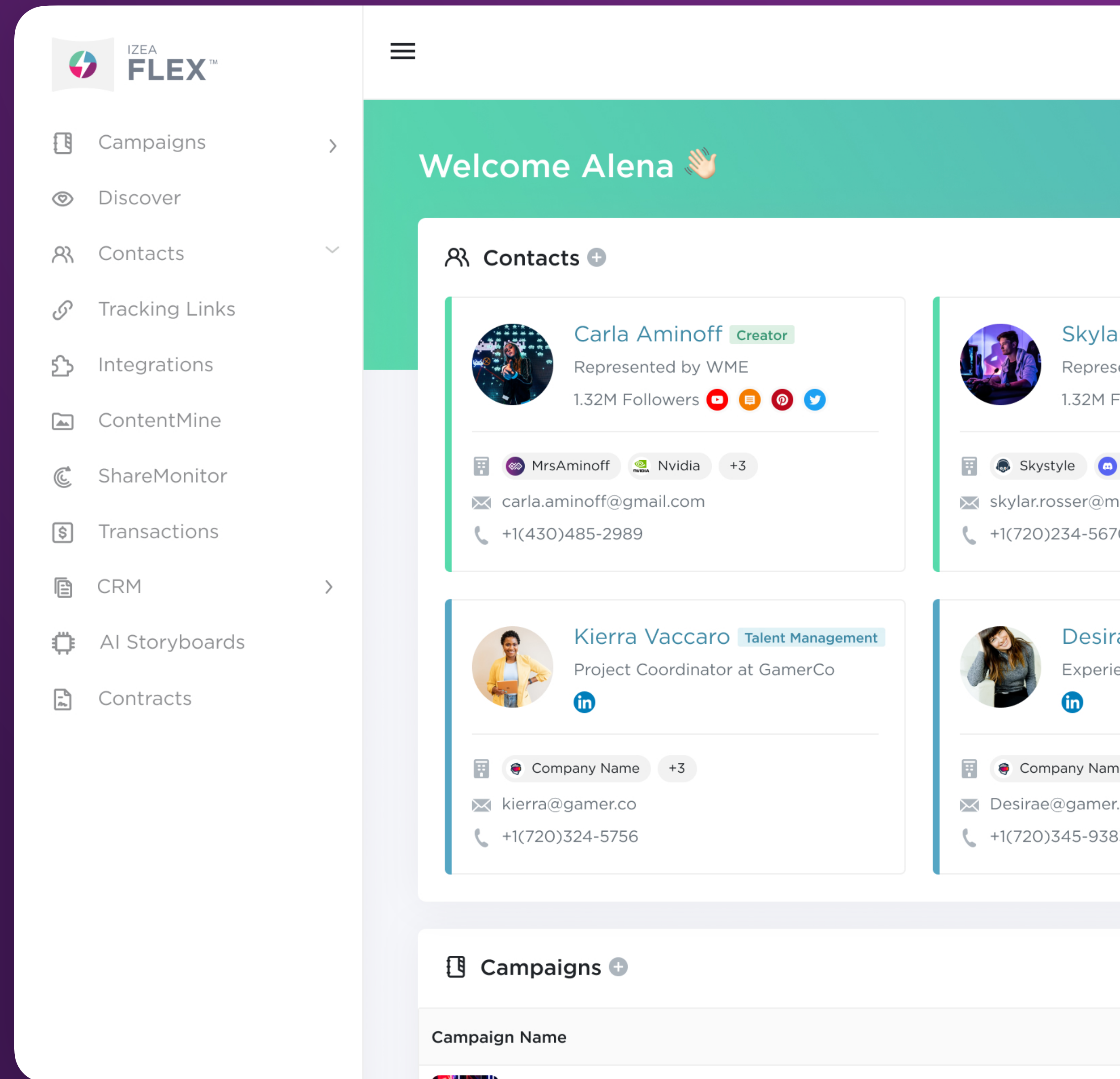
IZEA works alongside brands and advertising agencies to guide their influencer content strategy, ideation, project management, optimization, and reporting. We use our influencer marketing platform and A.I. powered social intelligence platform to maximize their return on investment.





IZEA Flex

IZEA Flex is our next-generation influencer marketing platform created with flexibility as a core tenet. Flex is a data-centric suite of marketing tools that allow users to track, customize and export relevant data, from creator profiles to campaign metrics. The tools in IZEA Flex are powerful on their own but, when tied together, empower marketers to manage and optimize influencer marketing campaigns and strategies at an enterprise level.





Flex Modules:



Campaigns

Manage campaigns in one place connected by the creator ecosystem



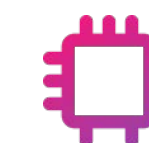
Tracking Links

Measuring your campaign KPIs including time on site, products purchased and revenue generated.



ShareMonitor

Monitoring brand mentions, hashtags and keywords across leading social platforms.



A.I. Storyboards

Create images using artificial intelligence to pre-visualize and share influencer marketing content ideas in a useful and compelling way.



Discover

Finding your perfect creator with our enhanced influencer search solutions powered by AI and machine learning.



Integrations

Integrating your Google Analytics and Shopify account for maximum tracking.



Transactions

Measuring campaign KPIs like cost per click and return on ad spend.



Contracts

View, edit, sign, and store all your influencer marketing contracts and agreements.



Contacts

Managing your contacts across the creator ecosystem.



ContentMine

Repurpose the influencer content after the flight to make your investment go even further.



CRM

Upload various file types — documents, videos, presentations, audio and images — and easily view, or download.

...(and
growing)



The Creator Marketplace[®]

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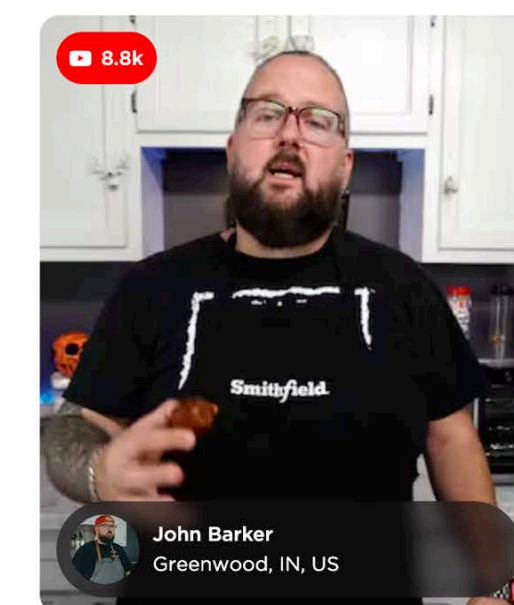
FormAI Creators ▾

We Are Influencer Marketing.

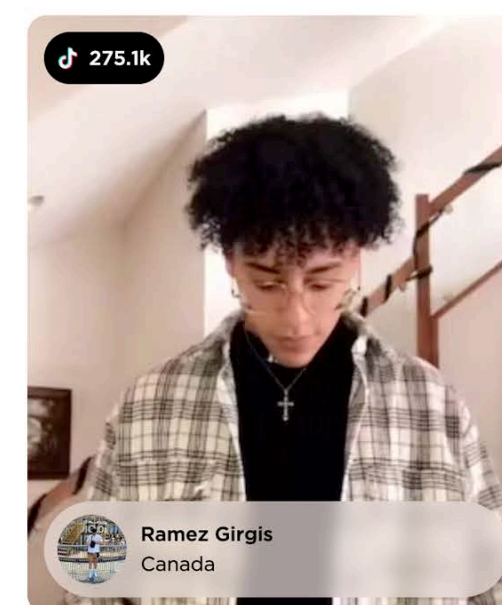
Find creators...

Have Influencers Pitch You!

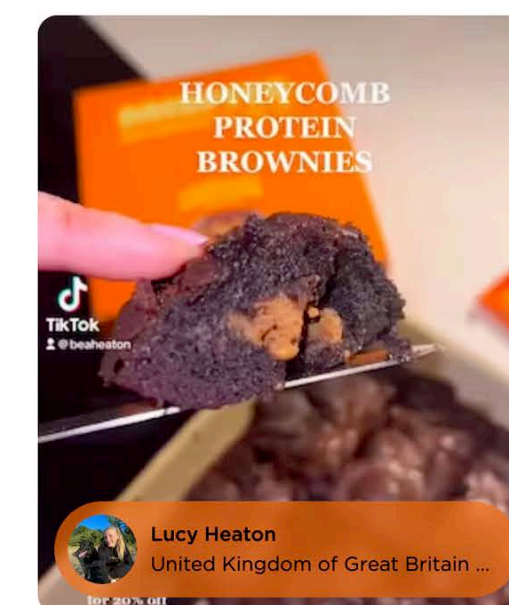
Featured Listings



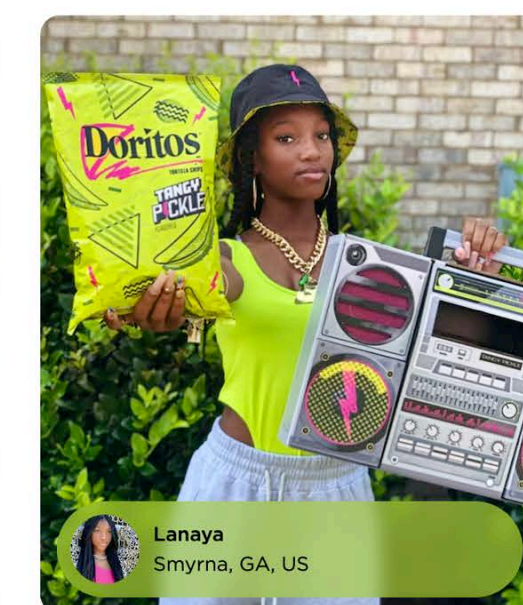
YOUTUBE **\$300**
John Barker - BBQ Champion of the Nap: Grandma Approved!



TIKTOK **\$500**
Ramez Girgis: Innovative TikTok Creator



TIKTOK **\$1,500**
Lucy Heaton: TikTok Queen of Fun!



TIKTOK **\$500**
Meet Lanaya, the vibrant TikTok star whose creativity knows no bounds!



FREE AI CREATION TOOLS

Generate on-d
AI Blog Posts

Try it out



Thank You

For press inquiries please contact:
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