Mach49 Focuses on Climate and Sustainability Initiatives with New Chief Revenue Officer Mark Simoncelli: Building on Mach49's success creating corporate growth engines, Simoncelli helps companies seize once-in-a-generation opportunities to drive growth through climate and sustainability endeavors

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REDWOOD CITY, Calif., August 1, 2023 — Mach49, the growth builder for global businesses, has named Mark Simoncelli Chief Revenue Officer. Simoncelli, who has served as Mach49's Senior Vice President of Business Development since 2020, will lead an expanded team focused on leveraging client resources to build and invest in new ventures.

"Since he joined Mach49, Mark has played a critical role in engaging clients throughout their venture-building and investing journeys," said Linda Yates, CEO and Founder of Mach49. "As Chief Revenue Officer, Mark will expand our ability to deliver impactful, targeted support that maximizes clients' ability to create growth engines through venture building, venture investing, strategic partnering, and targeted M&A."

Climate and sustainability is a driving imperative for our customers. A proponent of the triple-bottom-line framework, Simoncelli has significant experience in circularity, decarbonization, and resource use reduction. He uses that expertise at Mach49 to help clients identify growth opportunities that also contribute to corporate environmental, social, and governance goals.

"Mach49's success shows that the concept of growth engines is resonating with companies, and my team's expansion will allow us to provide additional services and support," said Simoncelli. "It's incredibly energizing to partner with open-minded executives eager to use all the tools in the growth toolbox. Right now, global companies have a once-in-a-generation opportunity to drive growth. When they commit to building growth engines, they see results and value quickly."

Simoncelli partners with Mach49 clients across a range of industries including energy, retail, financial services, manufacturing, mobility, and healthcare to build growth engines that are driving meaningful value across these global organizations.

Simoncelli has also been instrumental in the partnership with Mach49 client Hines, one of the world's largest privately held real estate investors and developers with nearly $96 billion of assets under management across 30 countries. With a commitment to reach net zero by 2040, Hines is helping combat the industry's role in the climate crisis, and is addressing disruptive changes in the evolving use of physical space and next-generation ESG solutions. Through their Global Venture Lab, part of the newly launched EXP by Hines business unit, Hines integrates ESG with a growth engine that identifies and accelerates ventures, partnerships, and investments that benefit the customers, communities, and investors that Hines serves. In collaboration with Simoncelli and the Mach49 team, the Lab leverages an industry-leading combination of an internal venture incubator and a venture investment and partnering arm that engages with external startups.

With a background spanning multiple industries and geographies, Simoncelli's diverse expertise in technology implementation, business process optimization, and talent development spurs his relentless focus on value creation for Mach49 and its clients. Simoncelli has over 20 years experience advising hundreds of Global 1000 organizations on model innovation and growth projects. Simoncelli is particularly passionate about disruptive innovation that unleashes human capital as a powerful tool in building ventures, connecting ecosystems, and ensuring sustainable transformation.

About Mach49

Mach49 partners with global businesses to build their growth engines through venture building, venture investing, venture transformation, strategic partnering, and targeted M&A. We are 100% focused on execution, helping our clients disrupt existing markets and create new ones to drive meaningful growth.

The company is a unique cadre of successful serial entrepreneurs, venture capitalists, and C-suite executives who have collectively generated over $60B in market value over their operating careers in

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companies they've invested in, managed, created, or built. Mach49 was founded by Linda Yates, author of The Unicorn Within: How Companies Can Create Game-Changing Ventures at Startup Speed (HBR Press, October 2022)—named "10 Best Business Books of 2022" by Forbes, and recently selected by Malcolm Gladwell and Dan Pink as one of "7 Startup Books Every Entrepreneur Should Read." Mach49 is headquartered in Silicon Valley with offices in Redwood City, Boston, London, and Amsterdam.
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