



PRESS RELEASE

**Growens: the Beefree business unit appoints industry leader  
Justine Jordan as Head of Strategy & Community**

*Building on her extensive background in SaaS and email marketing, Jordan will lead strategy, nurture community engagement, and break new ground in email creation.*

**Milan, 22 January, 2024** – Growens (ticker GROW), a company admitted to trading on Euronext Growth Milan and operating in the cloud marketing technologies sector, announced the appointment of **SaaS & email marketing veteran Justine Jordan** as **Head of Strategy & Community at Beefree**, its key division renowned for its innovative design tools that empower businesses to create visually compelling, high-performing emails and digital assets.

Beefree's tools for designing emails and pages are utilized by over **400,000 users every month** across 120 countries, including by industry giants such as Amazon, Google, and Disney. Beefree is Growens' fastest growing business unit, with an ARR (annual recurring revenue) of **USD 12.5M** in December 2023, growing +1,9% year over year. To accelerate Beefree's growth, Growens plans to **invest EUR 15 million** in the next three years.

In her new role, Justine Jordan will be joining the **Management Team** and reporting directly to Beefree's CEO, Massimo Arrigoni. Her responsibilities include **guiding the strategic direction** of the company and ensuring that the leadership team is aligned on key decisions. Justine will also ensure that all employees are fully engaged with the strategic goals and will lead **community-focused initiatives**.

Justine Jordan's career has significantly shaped the email industry. Named **Email Marketer Thought Leader of the Year** in 2015, she has led marketing for high-growth B2B SaaS companies, contributing to successful outcomes like **ExactTarget's** acquisition by Salesforce, and playing key roles in organizations such as **Wildbit, Litmus, Help Scout, Postmark, and ActiveCampaign**.

*"Justine's appointment plays an important role in Growens' announced scale-up plan for Beefree" states **Growens CEO Nazzareno Gorni**. "By onboarding a SaaS & email marketing veteran such as Justine, we aim at strengthening the leadership team in view of the ambitious challenges ahead.*

*Justine's experience and knowledge of the industry will help propel both Beefree and Growens forward during our next growth phase."*

**Massimo Arrigoni, CEO** of Beefree, comments, *"In the face of rapidly changing landscapes and the rise of AI, the role of community is as important as ever, we need to be as close as we can to marketers to understand how their jobs are evolving. Justine's extensive experience and insights are invaluable as we navigate these dynamic times and cement Beefree's place at the forefront of email marketing innovation".*

**Justine Jordan** adds, *"I'm thrilled to start this new journey with Beefree. It's an opportunity to bring people and product together to collaborate on a shared vision for the future of email marketing".*



**Growens (GROW)** is a leading European player in the field of Cloud Marketing Technologies, serving thousands of clients worldwide. Its SaaS and CPaaS solutions allow SMEs and large corporations globally to master the evolving ways of communicating with customers. Starting from the original business MailUp the Group grew steadily since 2002, both organically and via M&A, peaking with the launch of innovative products such as [Beefree.io](https://beefree.io).

The company is admitted to trading on the Euronext Growth Milan (EGM) market managed by the Italian Stock Exchange, with a free float above 31%.

ISIN IT0005040354 - Reuters: **GROW.MI** - Bloomberg: **GROW IM**

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