

True Influence Opens UK Office and Appoints Peter Larkin Vice President, International and Channel

True Influence opens office in London and appoints VP of International and Channel

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True Influence, the technology leader that delivers an intent data platform and lead generation services used to improve ABM strategies and B2B marketing performance, announced today that Peter Larkin has joined the leadership team as Vice President, International and Channel, and has opened a UK-based office in London, England.

"We are delighted to have Peter join our team at this exciting time," said True Influence CEO Brian Giese. "We look forward to leveraging his impressive and lengthy experience in business-to-business sales, channel, and management to help lead True Influence, as we continue our rapid growth. Our new office in London is just the first step in our company growth plan."

Prior to joining True Influence, Larkin served in several management roles at Tech Target, across various sites, media groups, and international regions. His experience includes multiple management roles and sales-related positions at several Tier 1 organizations in the computer hardware industry and in recruiting. Larkin graduated from Springfield College in Springfield, Massachusetts with a degree in History.

"I am thrilled to be the new Vice President, International and Channel at True Influence," says Larkin. "This position enables me to work in the areas I love most. In joining True Influence, I am able to bring advanced technology to international organizations, while working to expand True Influence's current customer and channel relationships."

Larkin says his main goal as VP, International and Channel is to bring True Influence's technology and data to companies that have not currently integrated it into their program. He wants them to learn about the ways True Influence can enhance their sales and marketing implementation, while reducing their new customer acquisition costs.

With Larkin joining the company, True Influence has opened an office in the UK, as an expansion of their existing services into the European markets. The company has been successful providing international intent monitoring, digital demand generation, and ABM services to US based companies and are now providing these services to European-based companies too.



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