



Informing and connecting businesses in New Jersey

True Influence names chief strategy officer

Emily Bader

ROI

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True Influence

Ken Stout has been named chief strategy officer at True Influence in Princeton.

[True Influence](#), a technology and marketing company in Princeton, announced Tuesday it has named Ken Stout its new chief strategy officer.

Brian Glynn has also been named chief revenue officer, the role previously held by Stout.

“We are excited to announce these evolutionary changes for the company as we continue to evolve our leadership team,” True Influence CEO Brian Giese said. “Ken has already proven to be a valuable asset to True Influence and we look forward to seeing his new accomplishments as the CSO. Brian’s previous experience as a CRO and his impressive professional background make him an excellent match for the CRO position.”

Stout will be responsible for partnerships that will create new revenue for the company. Before True Influence, he held executive roles at companies such as QuinStreet, IT Business Edge, GameSpy Industries, CNET Networks/TechRepublic, CMP Media/Miller Freeman and Colgate Palmolive Co.

“I look forward to helping prepare True Influence for its next stage of growth and development in my new role as CSO,” Stout said. “The company is rapidly gaining customer traction as it continues to demonstrate a fierce

commitment to making B2B marketers and sales successful with cutting edge demand generation and intent-based solutions. I'm excited to be an integral part of helping them achieve that success."

Glynn will be responsible for company sales. Prior to True Influence, Glynn was chief revenue officer at International Data Group and IDG Enterprise.

"I'm pleased to be a part of a forward-thinking company like True Influence that is committed to developing high-quality demand generation solutions for our customers globally," Glynn said. "B2B marketers are looking for every possible competitive advantage, and that equates to having the best possible solutions. I'm excited to play a role in growing True Influence's sales and customer base which will ultimately lead to greater innovation that benefits our customers."