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FOR IMMEDIATE RELEASE

Perenso Welcomes Marissa Smoyer to the Team as Chief Growth Officer

[Denver, Colorado] – [June 2, 2025] – Perenso, a leading provider of trade show and field sales software solutions, is proud to announce the addition of Marissa Smoyer to its team. Marissa brings more than eight years of experience in B2B marketing and event management, with a specialized focus on the grocery industry.

Throughout her career, Marissa has held influential roles and served on multiple boards of directors within the sector. Her firsthand knowledge of the industry and experience as a former Perenso client give her a unique perspective and deep understanding of the company's impact.

"I'm truly excited to join Perenso because I believe in the company, its people, and the value its products bring to the industry," said Marissa. "I'm passionate about collaboration and look forward to driving results that support Perenso's continued growth and innovation."

With her strong background and strategic insight, Marissa will play a key role in strengthening Perenso's marketing efforts and enhancing its presence across the industry.

About Perenso

Perenso helps businesses streamline their trade show and sales processes through innovative technology solutions. With a strong presence in the B2B sector, Perenso empowers companies to sell smarter and grow faster.

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