



## **Global Executive Ameetess Dira Joins Venice, California-Based Weavy as Chief Revenue Officer**

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Venice, California (Press Advantage) February 5, 2019: Venice-based Weavy &weavy&gt; today announced that Ameetess Dira has joined its management team as Chief Revenue Officer to lead the company's growth strategy for its innovative embeddable collaboration framework.

The &weavy&gt; full-stack development framework enables software developers, SaaS, and ISVs to embed contextual team communication and collaboration capabilities into their products with minimal development time. Coupled with the industry's need for an evolutionary solution to collaborative productivity, the company is primed for accelerated growth and adoption.

Ms. Dira is an international executive with a solid track record growing media platforms and startups in the US, EU, and APAC markets. She has led integrated marketing strategies for clients including the Disney Movie Club, TheOprahStore, Kimberly-Clarke, and Nestle. As CRO, she will bring to mass market Weavy's next-generation B2B solution.

"I'm more than excited about our new team member, I'm positively enthusiastic," said Rickard Hansson, Weavy &weavy/&gt; CEO and Founder. "Onboarding Ameetess has been a game changer, her insight and deep strategic knowledge in media, marketing, and technology is exactly what we needed but didn't know. In that area, she's really lined up the boats, and everyone is rowing in sync."

"I'm thrilled to join the Weavy team," said Ms. Dira. "The reason being, I believe the work we're doing is the next evolutionary step in B2B technology. There are many good companies building the future and we've developed a communication and collaboration framework that sews all that functional value together. Easily this raises productivity by an order of magnitude."

#### About Weavy

Weavy &weavy/&gt;, headquartered in Venice, California, is a complete embeddable collaboration framework for any web application. &weavy/&gt; is an official member of the Forbes Technology Council was named a Red Herring Global 100 Winner in 2017, a 2018 Top Ten Startup of the Year in Boston in October 2018 and most recently Built In LA's Best Places to Work.

Weavy &weavy/&gt; offers a modern embeddable collaboration framework for any web application, such as SharePoint, PowerBI, Dynamics 365, and more, allowing seamless, overlaid communication and sharing using existing systems.

Weavy &weavy/&gt; enables users to leverage existing workflow apps, storage systems, and document management tools in one central location. Its features include file sharing, instant messaging, team chats, tasks, and more, all wrapped in a social behavior UX.

For more information, contact Robert Hess at the contact information below.

Robert Hess

Chief Operating Officer

Weavy &weavy/&gt;

310B Venice Blvd.

Venice, CA 90291

roberth@weavy.com

<https://weavy.com>

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For more information about Incentive Inc., contact the company here: [Incentive Inc.](https://www.incentive-inc.com) Robert Hess 3103405899 [robert@incentive-inc.com](mailto:robert@incentive-inc.com)

### **Incentive Inc.**

Email: [robert@incentive-inc.com](mailto:robert@incentive-inc.com)

Phone: 3103405899

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