

Press Information

PRESS CONTACT

Heidi Sullivan
SVP, Product & Marketing
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WHO WE ARE

UpCity helps connect businesses to service providers they can trust. With more than 50,000 listed B2B providers to choose from, 1.5 million businesses (and counting) visit UpCity each month to identify the best partner for their needs. No matter the size or scope, our mission is to facilitate successful relationships and provide insights to help organizations build trust through increased credibility and visibility. And with the UpCity Recommendability Rating measuring a variety of quality signals, we ensure businesses seeking services have all the information they need to make a confident decision.

OUR HISTORY

UpCity was founded in 2009 with the goal of helping businesses navigate the rapidly changing world of digital marketing. As the number of marketing service providers grew, so did the challenges for businesses searching for information they could trust to drive their decisions. We launched the UpCity marketplace in 2017 to empower successful relationships between businesses and marketing service providers by providing transparent, trustworthy information. In 2019, the UpCity marketplace expanded to additional B2B service providers from accountants to HR consultants.

OUR SERVICES

Visibility, Credibility, Trust

UpCity's flagship service is now available to all types of B2B service providers—from marketers to accountants to IT service professionals and more. UpCity is a powerful community that helps B2B service providers increase visibility and showcase their brand credibility. We then connect them to businesses who are looking for new partners they can trust. The result is a dramatic improvement to the partner selection and purchase experience.

Additional Services

Agency Software is an all-in-one reporting and workflow management software that allows users to build dashboards, manage tasks, and schedule reports to efficiently scale agencies.

UpCity's White Label Services offer comprehensive digital marketing service fulfillment covering six major areas of marketing—Technical & On-Site SEO, Local Listings, PPC, Social Media, Content Creation, and Reputation Management.

Leadership Team

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Dan Olson
FOUNDER & CEO

Dan Olson is co-founder of UpCity, Inc and serves as its Chief Executive Officer. Prior to UpCity, Dan was an early employee and served as Vice President at Performics, the largest search engine marketing company in the United States. He is active in the Chicago startup community and has made investments in U.S. and international firms within security technology and software industries where he can infuse new marketing and operations strategies to unlock incremental value for their stakeholders. Dan graduated from the University of Notre Dame with a Bachelors of Business Administration and a Concentration in Japanese.



Heidi Sullivan
SVP OF PRODUCT
& MARKETING

Heidi drives the product, marketing and insights strategy for UpCity. She was named as The Hub's Individual Influencer of the Year in 2014, one of PRWeek's 40 Under 40 Rising Stars in 2012, and was host of the podcast Influence Pros on Convince & Convert.

Mark Tepper
SVP OF SALES

Mark has spent the majority of his career as a sales leader for small tech companies looking to grow. He loves building teams, helping people succeed, and meet their professional & personal goals. Mark believes if you hire and train good people you will always succeed.



Joe Banks
VP OF TECHNOLOGY

Joe cut his teeth writing code for the Timex Sinclair 1000 in the early 80s. With more than 20 years of experience in the software industry, Joe is a hands-on developer who has led teams both small and large, most recently at Groupon and IDEO Chicago.

Jack Thornburg
VP OF CUSTOMER
SUCCESS

Jack oversees the Customer Success Team at UpCity, supporting clients across all services. UpCity relies on the Customer Success Team to effectively onboard, support, and service clients while ensuring each business' growth goals are met and exceeded.



Discover more about UpCity at [UpCity.com](https://www.upcity.com)