



Silversmith Capital Partners Welcomes Kate Castle as Chief Marketing Officer

Industry veteran joins to lead firm's marketing initiatives

Boston, MA – September 24, 2020 – Silversmith Capital Partners, a growth equity firm focused on supporting the best entrepreneurs in technology and healthcare, today announced the appointment of Kate Castle as Chief Marketing Officer (CMO). In this newly created role, Kate will lead the firm's marketing, communications and branding programs and provide strategic growth-oriented marketing support to the firm's portfolio companies.

"With over two decades of marketing experience, and a deep passion for helping companies communicate their stories through impactful marketing programs, Kate will play a lead role in increasing awareness for Silversmith with the entrepreneur and investor communities," said Silversmith Managing Partner & COO, Lori Whelan. "We recognize the value marketing can provide to both the firm and the companies we partner with, and are thrilled to have Kate join the team to lead these efforts."

Previously, Kate led marketing initiatives at venture capital funds including Victress Capital, Rethink VC, Flybridge Capital Partners, and Battery Ventures. She also co-founded and was an operating partner in XFactor Ventures. Prior to entering the capital markets sector, Kate served in public relations roles at Cisco Systems, Sangate Systems and Porter Novelli, and started her career as a teacher in the Peace Corps in Gabon, Africa. Kate graduated, *cum laude*, with a BA in Anthropology from Wheaton College.

"What impressed me most about the Silversmith team was both the partnership approach they take when working with entrepreneurs and the values-based culture they built the firm on. This is unique in the private equity industry," said Castle. "I very much share the firm's philosophy that the 'who you work with is just as important as what you do' and am excited to help the team elevate their brand awareness in the market as they continue to grow the firm."

About Silversmith Capital Partners

Founded in 2015, Silversmith Capital Partners is a Boston-based growth equity firm with \$1.1 billion of capital under management. Silversmith's mission is to partner with and support the best entrepreneurs in growing, profitable technology and healthcare companies.

Representative investments include ActiveCampaign, Appfire, Centauri Health Solutions, DistroKid, Impact, LifeStance Health, MediQuant, Panalgo, Validity, and Webflow. The partners have over 75 years of collective investing experience and have served on the boards of numerous successful growth companies including ABILITY Network, Archer Technologies, Dealer.com, Liazon, Liberty Dialysis, MedHOK, Net Health, Passport Health, SurveyMonkey, and Wrike.

For more information about Silversmith, please visit www.silversmithcapital.com.