PRESS KIT

# Executive Bios

mapmycustomers



## Ben Hartmere

CHIEF EXECUTIVE OFFICER

At his core, Ben Hartmere is a builder who believes that great technology companies rely on clear thinking, disciplined execution, and genuine human connection. As CEO of Map My Customers, Ben is responsible for the overall management, growth, and profitability of the company. He leads the company's mission to give field sales and account management teams simple, intelligent tools that make their daily work easier and far more effective. Removing friction enables teams to focus on building relationships and driving revenue.

Prior to Map My Customers, Ben served as CEO and President of Lytho (formerly inMotionNow), where he led the company through significant growth, earning a #1 "Best Place to Work" recognition in North Carolina, and ultimately through its acquisition by private equity. Earlier in his career, he held a leadership role at FileONE, helping build the company through its acquisition by a strategic buyer. Across both businesses, Ben developed a track record of scaling emerging software companies, building high-performing teams, and creating successful outcomes for customers, employees, and shareholders.

Ben's grounded, practical approach to leadership stems from an unexpected start: teaching high school AP Anatomy. Staying "one chapter ahead of the students" taught him how to adapt quickly, communicate clearly, and lead with empathy, lessons that continue to shape how he coaches teams and runs businesses today.

Ben holds an MBA from the UNC Kenan-Flagler Business School and a B.S. in Business Administration from UNC Chapel Hill. He remains passionate about building high-velocity teams, delivering measurable results for customers, and creating organizations where talented people genuinely thrive.

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## Matthew Sniff

FOUNDER, CHIEF PRODUCT & STRATEGY OFFICER

Matthew Sniff is the Founder and Chief Product & Strategy Officer of Map My Customers, the leading field sales execution platform. Driven by a passion for helping people reach their full potential, Matthew focuses on building tools that eliminate daily friction so individuals and teams can excel at what they do best.

Matthew's entrepreneurial drive surfaced early when he built a viral snow day calculator app at sixteen. Driven by a curiosity for complex systems, he later earned a B.S. in Geology from The College of William & Mary.

In late 2014, Matthew set out to solve a problem close to home. His father, a lifelong salesperson, was wasting hours of selling time wrestling with clunky, desk-bound CRMs. To help, Matthew built a mapping tool as a gift for his dad so he could better visualize his territory and be more efficient planning travel. This simple act of helpfulness evolved into Map My Customers.

Today, Map My Customers helps thousands of field sales reps across the country, partnering with industry leaders in manufacturing, distribution, automotive, healthcare, and medical devices to optimize how outside sales teams operate.

At his core, Matthew believes technology should elevate people, not bog them down. His passion for real-world systems extends beyond software. He is a former Great Plains tornado chaser who has dedicated time to carbon removal education and climate initiatives. Across every endeavor, Matthew remains grounded by a commitment to trust, reliability, and helping professionals achieve their full potential.

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## Angela Earl

### SENIOR VICE PRESIDENT OF MARKETING

Angela Earl is a B2B SaaS executive with over 20 years of experience leading marketing, sales, and customer success teams across startups and enterprise organizations. Known for turning vision into action, she brings a rare combination of strategic clarity and operational depth, aligning brand, revenue, and culture to drive meaningful growth.

As Senior VP of Marketing at Map My Customers, Angela leads the global go-to-market strategy, steering demand generation, product marketing, partnerships, public relations and analyst communications to accelerate pipeline growth and expand market leadership.

Angela's leadership is grounded in the belief that high performance is a people-first outcome. She builds high-velocity teams by focusing on what actually powers great work: communication, clarity, and belonging.

As a queer woman in tech and board member at Uncloseted Media, Angela leverages her lived experience to foster inclusive environments where diverse talent can thrive.

She has been recognized across the industry with honors including GO Magazine's *100 Women We Love (Class of 2026)*, *The 10 Most Inspiring Women Leaders to Follow*, and *The 10 Most Impactful Women in Technology*.

A frequent speaker, author, advisor, and operator, Angela remains a passionate advocate for clarity, culture, and work that delivers results.

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## Michelle Irving

### SENIOR VICE PRESIDENT OF CUSTOMER EXPERIENCE

Michelle Irving is a seasoned customer success leader who believes that sustainable business growth depends on strong, trust-based client partnerships. With over 20 years of experience leading customer success and client operations, she drives long-term account growth by helping customers realize the full value of their software investment through clear communication, disciplined execution, and dependable, ongoing support.

As SVP of Customer Experience at Map My Customers, Michelle leads the dedicated teams responsible for driving customer retention, adoption, expansion, and the overall client experience. She advances the company's core mission of delivering purpose-built solutions that mirror how field sales teams actually operate. Her focus is on building high-touch, scalable support models that empower field sales and account management teams to spend far less time managing administrative data and more time doing what they do best: being in the field, building relationships, and driving revenue.

Throughout her career, Michelle has successfully built and scaled high-performing customer success organizations at Adwerx, ENGIE Impact, and Ecova, managing portfolios with more than $150 million in annual recurring revenue. She has developed comprehensive enterprise customer segmentation models, led cross-functional teams through major software platform launches, and consistently delivered an impressive 98% annual revenue retention rate across complex customer portfolios.

The part of her career Michelle values most is building high-performing teams people trust, creating authentic partnerships where customers feel genuinely supported, and helping both clients and employees grow. She began her career in rehabilitation case management at Cascade Disability Management and CRA Managed Care, an experience that cemented her core belief that active listening, empathy, and creative problem-solving are foundational to building exceptional, long-lasting client relationships. Michelle holds a B.S. from the University of North Texas.

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# JT Rimbey

## SENIOR VICE PRESIDENT OF BUSINESS DEVELOPMENT

JT Rimbey is a sales leader who believes that revenue follows relationships. Across more than 15 years leading enterprise SaaS sales teams, he has learned that trust isn't a soft skill; it is the fundamental engine of growth. When trust is real, conversations are honest, commitments are kept, and enduring partnerships are the result. JT leads with operational discipline, showing up prepared, building authentic relationships, and consistently doing what he says he is going to do to drive sustainable revenue.

As SVP of Business Development at Map My Customers, JT is responsible for driving revenue growth. He guides the company's vision to give field sales and account management teams purpose-built, location-intelligent software that mirrors how outside sellers actually work. His approach to sales software centers on eliminating administrative friction, replacing static CRM spreadsheets and flat lists with visual, map-based workflows so reps can trade wasted admin hours for high-value, face-to-face customer relationships.

JT brings a battle-tested track record in SaaS growth, having built and scaled enterprise sales organizations across leading software platforms including Salesforce Commerce Cloud, marGo, inMotionNow, and ChannelAdvisor. Across every role, he has specialized in helping sales organizations align strategy with rep enablement to turn software capabilities into long-term customer partnerships.

JT holds an MBA and a B.S. in Business Administration and Marketing from Methodist University. Outside of his work, he enjoys spending quality time with his family and outdoor activities in Montana.

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### MEDIA CONTACT

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