

Capital D portfolio company Phrasee announces appointment of Dan Head as CEO to drive next phase of innovation and growth

Dan Head to lead Phrasee in empowering brands with high-performing, scalable, channel-agnostic AI content they can trust via fit-for-purpose architecture

LONDON – September 20, 2023 – Capital D, the next-generation private equity fund manager investing in disruptive mid-market businesses across Europe, is pleased to announce that Dan Head has joined its portfolio company, Phrasee as Chief Executive Officer. With this appointment Parry Malm, Phrasee’s founding CEO, has stepped down and will remain on the board.

Founded in 2015, London-based Phrasee is an AI-powered SaaS platform that revolutionizes customer communication through brand language optimization. Phrasee is disrupting the traditional role of the human copywriter/marketer using data science and a powerful proprietary natural language generation engine to generate, automate and optimize marketing language in real-time with superior performance.

In March 2022, capital D as part of a consortium of investors acquired a 64% stake in Phrasee with the founders and management holding the remainder to support the Company on the next phase of its growth journey. Capital D has supported Phrasee over the past eighteen months on the development of its products, commercialization journey and geographical expansion plans.

With nearly 5,000 AI tools released in 2023 and an expected global AI investment of approximately \$200 billion by 2025, Dan will lead Phrasee as it helps businesses cut through the noise of the AI content category. This will ensure Phrasee’s customers gain value from AI technology through fit-for-purpose architecture that delivers high-performing content that brand leaders can trust, and is essential for progressive, customer-centric, marketing teams.

Prior to joining Phrasee, Dan held commercial leadership roles at Braze for seven years during its growth from Series-B to IPO in November 2021, ultimately becoming Chief Revenue Officer. Before Braze, he spent four years as regional Vice President at Salesforce during the inception of its Marketing Cloud.

Daryl Cohen, Partner, Capital D, said: “Dan’s considerable experience in driving commercial success in scaled marketing technology companies will be of great value to Phrasee at this exciting time in the development of AI content solutions for enterprises. The company is at a critical moment in its growth and innovation journey and possesses technology, which combined with strong commercial expertise, should realize its potential.”

Parry Malm, Founder, Phrasee, said: “I am thrilled to welcome Dan as my successor. Dan will evolve Phrasee to meet its tremendous market opportunity as we enter the next phase. The explosive growth of the current AI landscape caught many marketers and technologists off guard. With nearly a decade of proven experience in natural language generation and deep learning, Phrasee is uniquely positioned as a thought leader in the category.”

Dan Head, CEO, Phrasee added: “AI is advancing at an incredible pace, but brands struggle to utilize AI’s potential. Making the most of the AI industrial revolution hinges on three key factors: access, scale, and trust.

As CEO, I am determined to empower brands with innovative, and scalable content solutions, with enterprise-grade governance and controls, that deliver high value quickly.”

“Clients will gain competitive advantage from the combination of Phrasee’s core architecture and how it leverages both its own and the latest generic AI technologies. The result is that AI will deliver on its promise of effectiveness, scale and performance for brands, and a more impactful and valuable experience for consumers and fans.”

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About Phrasee

Phrasee believes in a future where enterprise marketers drive unprecedented results using AI. Phrasee's AI-powered platform generates high-performing content at scale and with enterprise-grade controls across digital channels to enable brands to compete effectively in an always-on, digital world. Phrasee’s platform creates, optimizes, and analyzes on-brand marketing content in real-time to drive more clicks, conversions, and revenue across email, push notifications, SMS, social media ads, and more.

Phrasee boosts customer engagement and lifetime value for the world's leading brands, including Sephora, Walgreens, Sainsbury's, Currys, Pet Supplies Plus, and Novo Nordisk, all while maintaining their unique brand standards and voice.

For more info, visit phrasee.co.

About Capital D

Capital D is a next-generation private equity fund manager focused on disruptive mid-market businesses across Europe. Capital D invests at the intersection of macro, technological and behavioural trends, in businesses which will be the winners of the disruption economy. Capital D adds purpose and agility to traditional investment lenses and believes companies with those characteristics are better equipped to succeed.

Capital D understands “what's next” through an ecosystem comprising experts in digital, innovation and sustainability which creates unique investment opportunities. This involves leveraging the Firm’s strategic partnerships with Springwise, an innovation intelligence provider and Re_Set, a strategy consultancy for innovation, disruption and sustainability to source and identify innovative companies and themes as well as to help portfolio companies to stay at the forefront of disruption.

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