



Shutterstock Hires Chief Product Officer and Chief Revenue Officer to join Leadership Team

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Avi Muchnick joins as CPO and Jamie Elden as CRO

NEW YORK, March 3, 2020 /PRNewswire/ -- Shutterstock, Inc. (NYSE: SSTK), a leading global technology company offering a creative platform for high-quality content, tools and services, today announced the expansion of its leadership team with the hiring of Avi Muchnick as Chief Product Officer (CPO) and Jamie Elden as Chief Revenue Officer (CRO).

As CPO, Avi Muchnick will be responsible for developing and executing Shutterstock's product vision, enhancing the existing suite of products and creating new and differentiated products to meet the evolving needs of current and future customers. On the heels of Shutterstock's recent CEO announcement, this strategic hire will work closely with newly appointed Stan Pavlovsky to deliver on providing adjacent services that our enterprise customers require to enhance their workflow, more fully leveraging our vast pool of first-party data, and continuing to develop industry-leading proprietary technology to help our customers drive top and bottom-line improvements to their businesses.

"Avi's background in design, engineering and operations, coupled with his experience as both a product leader and entrepreneur, will be instrumental in elevating Shutterstock's suite of products and developing innovative workflow solutions for creatives and marketers," said Stan Pavlovsky, Shutterstock's Chief Operating Officer. "His passion for building platforms that enable creative collaboration makes Avi the ideal executive to lead our product function."

Muchnick was most recently the CPO at Shapeways, a 3D printing fulfillment platform and marketplace. Prior to that, he was Director of Products at Adobe where he led the company's long-term product vision and third-party platform strategy for Adobe's Creative SDK. He also co-founded and served as CPO and Executive Chairman for Aviary (acquired by Adobe Systems) where he built and brought to market a collaborative creation platform with six multimedia design tools, a photo-editing SDK used by 10,000 partner apps, including Amazon and Twitter, and an acclaimed consumer mobile photo-editing app with 125+ million installs.

As CRO, Jamie Elden will lead Shutterstock's Global Enterprise Sales team and will be responsible for the company's sales and revenue growth strategies. Elden is a seasoned sales leader with extensive experience successfully building and growing world-class enterprise sales teams across TV, digital, social, programmatic and over-the-top media.

"Jamie's proven success in driving revenue growth through digital transformation, innovative technologies and creative branded programs is a natural fit for Shutterstock in its evolution into an end-to-end creative platform," said Pavlovsky. "I am thrilled to have Jamie join our leadership team and look forward to drawing from his expertise in developing new business strategies and leading high-performing sales teams."

Most recently, Elden served as President of TONIK+, a first-to-market AI-driven video creative platform that uses data to inform future content strategies for brands and agencies. Elden continues to serve on the board of advisors for TONIK+. Previously, he was CRO and Head of Content at Civic Entertainment, where he worked with Fortune 100 companies on growth strategies driven by the creation of signature platforms. Jamie also served as CRO and Head of Programming for Media General/Nexstar where he led the company's entertainment-focused strategies, and as SVP of Digital & Branded Entertainment for Alloy Entertainment where he led the strategic development of Alloy's Digital Network and Content Studio.

Both Muchnick and Elden will be based at Shutterstock's headquarters in New York City and will report directly to Stan Pavlovsky.

About Shutterstock, Inc.

Shutterstock, Inc. (NYSE: [SSTK](#)), directly and through its group subsidiaries, is a leading global provider of [high-quality licensed photographs](#), [vectors](#), [illustrations](#), [videos](#) and [music](#) to businesses, marketing agencies and media organizations around the world. Working with its growing community of over 1 million contributors, Shutterstock adds hundreds of thousands of images each week, and currently has more than 310 million images and more than 17 million video clips available.

Headquartered in New York City, Shutterstock has offices around the world and customers in more than 150 countries. The company's brands also include [Bigstock](#), a value-oriented stock media offering; Shutterstock Custom, [a custom content creation platform](#); Offset, a [high-end image collection](#); PremiumBeat, a curated [royalty-free music](#) library; and Shutterstock Editorial, a premier source of [editorial images](#) for the world's media.

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