



## **Silversmith Capital Partners Promotes Sri Rao to General Partner**

**BOSTON, MA (January 3, 2019)** Silversmith Capital Partners today announced the promotion of Sri Rao to General Partner. Since joining Silversmith in 2015, Mr. Rao has played a key role in the firm's development, supporting numerous growth investments across the firm's *SaaS & Information Services* portfolio.

"We are thrilled to welcome Sri to the partnership as we build Silversmith to succeed over the long-term," said Todd MacLean, Managing Partner. "Since joining the firm, Sri has demonstrated all of the qualities that we look for in a partner. He has built a deep domain expertise and is incredibly thoughtful in his approach to investing. Equally important, Sri's collaborative, team-first approach is not only valued by colleagues, but also by founders who see in him a true thought partner as they continue to scale their businesses."

Mr. Rao has significant software investment experience, with particular expertise in sales, marketing, and customer service-related technology companies. He currently serves on the Board of Directors of numerous Silversmith portfolio companies, including DistroKid, Validity, and RedAwning. He also supported the firm's investments in ActiveCampaign and Impact. Silversmith is the first and largest institutional investor in each of ActiveCampaign, DistroKid, RedAwning, and Validity.

Prior to joining Silversmith, Mr. Rao served as the Senior Director of Advertising Products at Salesforce. At Salesforce, he served in various roles to create and scale the Salesforce Marketing Cloud business unit. Prior to Salesforce, Mr. Rao was with Buddy Media (acquired by Salesforce in 2012) and TA Associates, where he focused on software investments. He began his career in the Technology Investment Banking Group at Jefferies & Company. Mr. Rao graduated from the University of Pennsylvania with a B.S. from The Wharton School and a B.A.S. from the School of Engineering and Applied Science.

### **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. The firm seeks to invest \$15 million to \$75 million per company. Representative investments include ActiveCampaign, Centauri Health Solutions, Digital Map Products, Impact, LifeStance Health, Nordic Consulting Partners, and Partners Surgical. The founders have over four decades of collective investing experience and have served on the boards of numerous successful growth companies including Ability Network, Dealer.com, Liazon, Liberty Dialysis, MedHOK, Net Health, Passport Health, SurveyMonkey, and Yapstone. For more information, visit [www.silversmithcapital.com](http://www.silversmithcapital.com).