

April 16, 2024

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FOR IMMEDIATE RELEASE

PlanIT Geo Appoints President and Chief Operating Officer

Arvada, CO (April 16, 2024) -- PlanIT Geo, Inc., the industry leader in urban forestry mapping software and consulting services, has hired Stephen Bay as the company's first President and Chief Operating Officer. Bay's role will amplify PlanIT Geo's response to surging urban forestry funding and growing demand for the TreePlotter Software Suite and related consulting and data solutions. Some of his key responsibilities include:

- Leading all operational, sales, marketing, finance, and human resources functions through this period of dramatic growth in operations and revenues
- Designing disciplined, rigorous metrics and processes to improve efficiency and increase growth and customer value
- Driving strategic special projects, such as new customer success initiatives, systems, policies, and growth experiments

Stephen brings a valuable background in B2B SaaS and consulting to the COO role, having previously served as the CEO of the SaaS company Call Box, Vice President of Global Sales and Partners at Actionstep, and Senior Business Analyst at McKinsey & Company. With this blend of experience, ability, and mission alignment, Stephen is a perfect fit for leading PlanIT Geo's operations across multiple functional areas.

"I couldn't be more thrilled to join such a phenomenal team, product, and mission. PlanIT Geo's technology, customer base, and thought leadership catalyze greater outcomes from urban forestry worldwide, and I am honored to contribute," said Stephen Bay, PlanIT Geo President & COO.

"As CEO & Founder, I play the visionary role of focusing on PlanIT Geo's customers and product offerings. With Stephen Bay as President & COO, our team has the integrator role

we've been dreaming of to run the day-to-day business with financial rigor, discipline, and seasoned leadership. I'm absolutely ecstatic to have Stephen here so we can each bring the best value, innovation, and strategy to our employees and customers," said Ian Hanou, Founder & CEO, PlanIT Geo.

Since 2012, PlanIT Geo has provided cutting-edge technology, data solutions, and consulting services for urban forestry, parks management, and arboriculture. Governments, nonprofit organizations, universities, corporate campuses, and the private tree care industry rely on the TreePlotter Software Suite every day for their operations. A passion for trees, people, and technology drives the PlanIT Geo team, who are widely regarded as innovators and trusted partners in urban and community forestry programs globally.