

Robin Bordoli Named CEO Of NextRoll

- by [Ray Schultz](#), August 12, 2020

NextRoll, Inc., a provider of data platform and account based marketing (ABM) technology, has named Robin Bordoli as CEO.

Bordoli, who previously served as president of the firm's RollWorks business unit, replaces Toby Gabriner.

In addition, the firm says it is projecting annual revenue of \$175 million for this fiscal year. The firm says RollWorks and AdRoll business units have grown in software revenue and subscribers.

Bordoli will continue to serve as president of RollWorks, and will seek a new president for its AdRoll unit.

Prior to joining NextRoll, Bordoli served as CEO at Figure Eight, and in leadership roles at Marketo.

RollWorks provides an ABM platform for B2B marketing and sales teams. It has formed integrations and partnerships with Bombora, Hubspot, LinkedIn, Marketo, OpenSense, and Salesforce.

AdRoll supplies a growth marketing platform for direct-to-consumer marketers. Recent add-ons to the ecommerce platform include email, AI product recommendations and cross-channel measurement.