

## tZERO Appoints Former Nasdaq EVP John Jacobs to its Board of Directors

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*Senior Business Leader Brings Decades of Financial Services Expertise*

NEW YORK--(BUSINESS WIRE)--Sep. 21, 2020-- [tZERO](#), a leader in financial innovation and liquidity for private companies, announced today that former Executive Vice President (EVP) and Chief Marketing Officer (CMO) of Nasdaq, John Jacobs, has joined tZERO's Board of Directors as its newest member. Jacobs is known for his business success and expertise in working with institutional investors, IPOs, and global public companies. tZERO's board now has five directors.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200921005438/en/>



John Jacobs, tZERO's Newest Director (Photo: Business Wire)

Jacobs has a strong leadership background and has served Nasdaq in a variety of positions, starting his career with the firm in 1983. He most recently served as Senior Advisor and Principal Consultant to Nasdaq's CEO and President, where he was responsible for reviewing potential opportunities in the index and data business, and supporting product and business development efforts. Prior to that, Jacobs served as Nasdaq's Chief Marketing Officer and EVP for the Global Marketing Group and the EVP of the Global Index Group. As CMO, he led all aspects of the company's brand, from strategy to execution, and carried out a transformation of the company's image from a national brand in U.S. stocks, to a global leader for diversified financial services. Jacobs established and built the Global Index Group from the ground up, and created one of the largest ETF fund families in the world with the launch of Nasdaq's Fund business, built on his creation of QQQ – the ETF tracking the Nasdaq-100 Index.

"I am pleased to welcome John to tZERO's Board of Directors," said Jonathan Johnson, Chairman of Board of Directors at tZERO and CEO of Overstock.com. "John brings valuable experience in leading transformative projects in capital markets, which will play an important role in providing strategic guidance on tZERO's growth strategy."

tZERO CEO Saum Noursalehi added, "John is an excellent addition to the board. He will bring highly relevant capital markets experience and relationships to our growing ecosystem."

"I am thrilled to join tZERO's Board of Directors and look forward to continuing to build on the successes that the tZERO team has achieved as it continues to build its innovative private asset liquidity platform," stated Jacobs.

Jacobs currently serves as Chairman of Alerian, Founder and CEO of Q3 Advisors, LLC, Board Member of ProCure Funds and US Bank LiFT Board, and Executive Director of the Center for Financial Markets and Policy. In addition to these roles, Jacobs is also an Adjunct Professor of Finance at the McDonough School of Business at Georgetown University.

tZERO is a technology firm with the goal of democratizing access to private capital markets. tZERO is a subsidiary of [Medici Ventures](#), the blockchain-focused, wholly owned subsidiary of [Overstock.com, Inc.](#) (NASDAQ:OSTK).

### About tZERO

[tZERO Group, Inc.](#) and its broker-dealer subsidiaries (tZERO) provide an innovative liquidity platform for private companies and assets. We offer institutional-grade solutions for issuers looking to digitize their capital table through blockchain technology, and trade on a regulated alternative trading system. tZERO democratizes access to private assets by providing a simple, automated, and efficient trading venue to broker-dealers, institutions, and investors. For more information on tZERO, please visit <https://www.tzero.com/>.

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