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# Marketing & Product Veteran Kira Wampler Joins Personal Capital Board of Directors

*Former Art.com CEO, former CMO of Lyft and Trulia boosts marketing and tech hybrid leadership at Personal Capital™*

SAN FRANCISCO – Digital wealth management company [Personal Capital](#) today announced the appointment of Kira Wampler as an independent director to the company's board. Wampler was selected to help Personal Capital leadership drive the business into its next stage of growth because of her impressive executive career building well-known brands and creating meaningful and differentiating experiences for customers.

"I'm thrilled to have Kira join our board to advise us in fulfilling our mission," said Jay Shah, CEO of Personal Capital. "Her expertise in turning hyper-growth, category creating companies into household names is invaluable to Personal Capital at this stage of our business."

Wampler is a 20-year product and marketing leader who has successfully led teams and companies through hyper-growth, digital transformation, M&A, category disruption and more.

Most recently, Wampler served as CEO and board member of Art.com, one of the largest online sellers of art and wall decor globally, where she oversaw the sale of the company to retail giant Walmart.

Prior to Art.com, Wampler was the CMO at Lyft where she built the brand into a household name in the highly competitive and complex ride-sharing environment. Before that, Wampler was the CMO and head of the Consumer business at Trulia, where she launched the company's first national marketing campaign and spearheaded all consumer product efforts and the \$2.5 billion acquisition of Trulia by Zillow.

Earlier in her career, Wampler spent many years at Intuit in a variety of brand, performance marketing and leadership positions.

"I wholeheartedly believe in Personal Capital's mission of transforming financial lives through technology and people," said Wampler. "I'm thrilled to serve on the board to help continue to drive growth of Personal Capital to help more Americans achieve their financial goals."

Personal Capital, which provides clients with personalized advice and financial planning technology for all Americans, recently surpassed \$9 billion in assets under management. Millions of users access the company's dashboard to get a holistic view of their finances and create plans for improving their financial preparedness. The company also recently appointed a new CMO, Porter Gale.

## About Personal Capital

Personal Capital transforms financial lives through technology and people. Free online tools create total clarity with all your accounts in one place and advisors provide advice you can easily understand. The result is complete confidence in how you plan for and achieve your financial goals. Personal Capital Corporation is headquartered in Silicon Valley with hubs in San Francisco, Denver, Dallas and Atlanta. Connect with us on [Twitter](#), [LinkedIn](#) or [Facebook](#). For more information and to open an account, visit <https://www.personalcapital.com/>.

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