

## Exhibit B

### Management Biographies



Rich Veldran is a global business and finance executive and serves as Chief Executive Officer of GoTo. As CEO, he leads all aspects of the organization, including overall business and go-to-market strategy, technology innovation, customer delight, and operational excellence as the company returns to growth in 2024.

He joined the company as its Chief Financial Officer in 2020 to oversee the company's finance operations and team, a role he maintains currently. Since joining GoTo, Mr. Veldran has been instrumental in rearchitecting the company's business operations and leading the transformation of the organization after the company was taken private in 2019.

Throughout a career that spans more than 30 years of executive experience, Mr. Veldran has led strategy, finance, and operations as CFO at Dun & Bradstreet, and various leadership positions at ADP and Procter & Gamble. He has built world-class operations, delivered meaningful business results and created significant value for a range of stakeholders.

Prior to joining GoTo, most recently, Mr. Veldran was an executive at Boston Consulting Group (BCG) where he drew on three decades of deep public- and private-company experience to advise businesses and C-suite executives on value creation, business transformation, digital commerce, and growth strategy.

Earlier, Mr. Veldran held several C-level and executive roles during a 15-year tenure at Dun & Bradstreet. He spent his last eight years as Chief Financial Officer, after leading its strategy, transformation, business development and treasury operations previously. As CFO, Mr. Veldran led the transformation of the 180-year-old legacy business to a modern, cloud-based, data-as-a-service enterprise that doubled its addressable market. As part of that transformation effort, Mr. Veldran led the process to take the business private which delivered a 120% total shareholder return, revitalized the company, and reignited growth.

Prior to D&B, Mr. Veldran began his career with increasing leadership accountability at ADP and Procter & Gamble. At ADP, he led organizations as VP for Mergers and Acquisitions, Division Controller, and Head of Financial Planning and Analysis. At P&G, Mr. Veldran drove go-to-marketing strategy and execution, including product development, marketing, manufacturing, and supply chain management for four of its businesses in four distinct locations.

Mr. Veldran holds an MBA in Finance from Cornell University and a B.S. in Industrial Engineering and Operations Research from Cornell University.



**Nick Asadorian**  
Chief Financial Officer

Nick leads GoTo's global finance & accounting and digital workplace organizations. In this role, he is responsible for driving the company's financial strategy and execution.

Nick previously held the role of Vice President of Corporate Financial Planning & Analysis. Before joining GoTo in 2016, he worked for nearly a decade at Dell EMC where he held progressive roles within the corporate finance organization.

Nick holds a B.S. in Finance and Economics from Providence College and an MBA from Babson College. He lives with his family in the Boston area.

Nick's team supports GoTo's subsidiary management and its tax and telecommunications compliance initiatives, as well as its billing and accounts receivable function.



**Scott Romesser**  
Chief Customer Officer

Scott is responsible for GoTo's overall customer experience strategy, building customer trust, and helping customers achieve their goals. Scott and his team ensure the voice of the customer is the central focus across implementation services & training, customer success, and customer support.

Scott joined the company from GetGo, a once wholly owned subsidiary of Citrix that merged with GoTo in early 2017. During his time at Citrix, Scott excelled in leadership roles for sales and services as well as integration management. Prior to joining Citrix, Scott worked at Software.com and Openwave in finance leadership roles.

Scott lives in Santa Barbara with his wife and daughter. He earned his bachelor's degree in Business Administration at

the University of California, Santa Barbara.

Scott's team includes the GoTo Customer Care organization that handles customer requests for support for the Grasshopper service, spearheads complaint resolution, and oversees the number porting operations.



Michael Donahue  
Chief Legal Officer &  
Secretary

Michael oversees our legal, procurement, ESG and facilities teams, and is the executive sponsor of GoTo's Environmental, Social, and Governance efforts. Michael has served as GoTo's Chief Legal Officer and Secretary since joining the company in 2007.

Previously, Michael was Vice President and General Counsel of C.P. Baker & Company, Ltd., a Boston-based private equity firm. Prior to that, he was a Junior Partner at Wilmer Cutler Pickering Hale and Dorr LLP.

Michael holds a B.A. from Boston College and a J.D. from the Northeastern University School of Law. He is based in the Boston area.

Michael's team provides legal and compliance expertise related to GoTo's subsidiary management and its Grasshopper service.

Each of these individuals can be contacted at the following address:

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