Former Care.com Marketing Leader Joins Life360 as Chief Marketing Officer

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Family technology veteran Carrie Cronkey to continue strong momentum for leading family safety service through product marketing and brand storytelling

Life360, the leading safety and coordination service for families across the globe, today announced marketing leader Carrie Cronkey as its first-ever chief marketing officer. As Life360's CMO, Cronkey will focus on ramping up the company's overall product marketing strategy in addition to sharpening and amplifying the brand story.

Cronkey's CMO hire comes on the heels of a milestone quarter for the company -- surpassing one million paying members, crossing a valuation of $1 billion, and deepening its foothold in the family safety space through its acquisition of Jiobit to offer protection for children under ten, small pets, and seniors.

"Carrie's expertise hits the sweet spot of subscription services, parenting products and user-focused products," said Chris Hulls, founder and CEO of Life360. "With our steady momentum in the market, we're investing in an area that will elevate Life360 to the next level with ramped up marketing, and I'm confident that Carrie will lead us there."

Throughout her career, Cronkey has passionately told stories about consumer subscription companies that she relates to as a mom and as an executive. Prior to joining Life360, she served as CMO of the leading family care platform, Care.com, where she oversaw all marketing functions across the organization and led the company through its latest rebrand campaign, Care for All You Love. After her first consumer technology role at Yahoo, Cronkey held marketing leadership positions with personal finance platform Mint.com through its acquisition with Intuit, and with parenthood e-commerce platform, Citrus Lane.

"As a busy mom of three and an avid Life360 member, I see first-hand why the service is so valuable for families across various life stages," said Cronkey. "I've heard so many testimonials from my personal network of parents -- from keeping their teens safe behind the wheel to coordinating busy family schedules -- and I'm excited to lead the brand's storytelling to reach today's families and enable them to live more independently."

Carrie holds an M.B.A. from Columbia University, where she was inducted to Beta Gamma Sigma, and received a B.A. in Economics, cum laude, from Duke University. Carrie resides in Hudson, Ohio with her husband and three young children.

About Life360

Life360 is an app-based family safety membership for busy, modern life. Designed for every milestone and lifestage, Life360 offers digital, driving, and location safety features. With smart notifications for seamless coordination throughout the day, plus 24/7 emergency support, families can embrace the unexpected, roam safely, and live fully. Life360 is based in San Francisco and as of June 2021, had more than 31 million monthly active users (MAU) located in more than 195 countries.

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