

Executive hire announcement press release template

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FILL-IN TEMPLATE

FOR IMMEDIATE RELEASE

[Headline: company name + new hire's name + new title + former title and company, under 100 characters.]

[CITY, Country, Month Day, Year] - [Lead paragraph: the person's name, their previous company and role, their new title, the start date, and their mandate, in about 60 words.]

[Background paragraph: why this person is the right choice for the role, one or two accomplishments from their previous company, and any other relevant previous roles.]

"[Quote: 30 to 40 words from the CEO on why they hired this person and what it means for the company.]" said [Name, Title, Company].

"[Quote: 30 to 40 words from the new hire on why they joined and what excites them about the role.]" said [Name], [New Title] at [Company].

About [Company]

[Boilerplate: what the company does, headquarters, founding year, customer and employee counts, and funding raised to date.]

Media contact

[Name, Title]

[Company]

[email]

[phone]

Press kit: [URL]

FOR IMMEDIATE RELEASE

Ravello Names Solene Harbison Chief Revenue Officer, Former VP Sales at Meridian Freight

MIAMI, United States, April 6, 2026 - Ravello, a logistics scheduling platform for mid-size carriers, today announced the appointment of Solene Harbison as Chief Revenue Officer, effective May 4, 2026. Harbison joins from Meridian Freight, where she built the sales organization from 4 to 40 people over four years. At Ravello, she will lead the sales and customer success teams as the company moves from 200 to 1,000 carrier customers over the next two years.

Harbison's background in enterprise logistics sales makes her well suited for the role. At Meridian Freight, she opened the company's first three regional sales offices and grew annual recurring revenue from 8 million to 46 million dollars. She previously held sales leadership roles at Coldline Systems and Fenwick Transport.

"Solene has built and scaled sales teams in this exact market twice before. Her experience is exactly what we need as we move upmarket," said Julien Marchetti, CEO of Ravello. "We are excited to have her lead the team through this next stage of growth."

"I joined Ravello because carriers are still running their scheduling on spreadsheets and phone calls, and this team has actually solved that problem," said Solene Harbison, Chief Revenue Officer at Ravello. "The traction and the team's focus are exactly what I was looking for."

About Ravello

Ravello is a logistics scheduling platform headquartered in Miami, United States. Founded in 2020, the company serves 200 carrier customers and employs 95 people. Ravello is backed by Fathom Ventures and Blue Harbor Capital and has raised 32 million dollars to date.

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How to use this template

1. Confirm the start date first. Announce once it is locked, typically two to four weeks out. Announcing too early risks the deal falling through.

2. Give both quotes a distinct job. The CEO quote explains why they hired this person. The new hire's quote explains why they joined. Do not let them repeat each other.

3. Be specific about the mandate. "Lead go-to-market strategy" says nothing. "Build and scale the sales team from 40 to 100 people" says everything.

4. Keep the biography short. Cover the two or three most relevant previous roles, not the full career history.

5. Add a professional headshot to your press kit. Media outlets will use it, and it makes coverage more likely.

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