

PRESS KIT

# Embrace helps engineers manage the complexity of mobile to build better, bolder experiences.

At a time when mobile is more crucial than ever, teams often face fragmented solutions, missing data, and an inability to surface issues.

With Embrace, engineers can identify and prioritize the impact of any issues with detailed technical context and resolve them instantly.

By eliminating guesswork, Embrace illuminates opportunities to perfect performance and build the best experiences possible. When it comes to mobile development, Embrace gives leaders a view into people and their contexts unlike any other.

embrace.io

Press contact:  
press@embrace.io

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Logos:  
[Access PNG logos](#)



# Mobile matters.

# ● ● Let's build it better.

Embrace was inspired by the pain points our founding team experienced firsthand while operating major mobile businesses (Scopely, Niantic, TestFlight, PagerDuty). There was no unified platform that had high-fidelity session data for the purposes of quickly identifying, prioritizing, and solving issues. Embrace was founded in 2016 to reinvent mobile experience engineering. Embrace joined Y Combinator in 2019 and was named a YC Growth Company in 2021. Embrace is backed by industry-leading investors and has raised \$57MM to-date.

## Leadership team

[Eric Futoran](#), CEO & Co-Founder  
(prev. Scopely co-founder)

[Fredric Newberg](#), CTO & Co-Founder  
(prev. Upsight, Rave Social)

[Andrew Tunall](#), VP of Product  
(prev. New Relic)

[Anuj Jaiswal](#), VP of R&D  
(prev. Arkin → VMware)

[Megan Winter](#), Chief of Staff  
(prev. Datadog)

[James Elliott](#), VP of Sales & Customer Success  
(prev. Aloomo → Google)

[Trang Nguyen](#), VP of Finance and Operations  
(prev. Apple)

[Kathryn Blake](#), Director of Customer Success  
(prev. Airship)

## Investors

NEA  
YCombinator  
Greycroft  
AV8 Ventures  
Eniac Ventures  
Soma Capital

+ investment from executives of:  
Apple TestFlight  
AppDynamics  
DataRobot  
Lookout  
MoPub  
PagerDuty  
Parse  
Scopely

## Board of Directors

Hadley Harris, Eniac Ventures, Founding General Partner  
Baris Aksoy, AV8, General Partner  
Aaron Jacobson, NEA, Partner  
Dan Wright, prev. CEO DataRobot, COO AppDynamics

## Locations

Los Angeles  
New York  
London  
Buenos Aires

# Mobile is all about the details. We help you get them right.

## Customers

With 100+ customers spanning mobile-natives to enterprise companies in categories from gaming to e-commerce and more, Embrace is for the visionaries and builders who are making mobile a mission-critical part of their brand and business.

Marriott  
GOAT  
TextNow  
Cameo  
Glo

New York Times  
Discover  
Hyatt  
Wildlife Games  
Dave

Yahoo! Fantasy Sports  
Medtronic  
Curve  
ByHours  
Timehop



## Solution

Understand and prioritize problems before users find them

Embrace takes the guesswork out of figuring out what issues need to be resolved. We automate data collection to reduce the toil of assembling the correct dataset across tools. We enable developers to identify and prioritize the impact of any issue with high-fidelity technical context built uniquely for mobile.

Resolve issues rapidly

Embrace sharpens the picture from data to insight. By giving you a play-by-play of every user's experience, you can recreate any issue with ease and resolve them more quickly.

Optimize for delight

Full context into every session illuminates opportunities to perfect your app's performance, create amazing mobile experiences, and wow your end users.

# Dedicated to helping you build your mobile future.



## Executive bios

### Eric Futoran, CEO

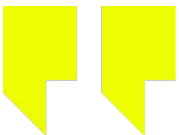
Eric is CEO and co-founder of Embrace, the category leading mobile experience platform purpose-built for teams aspiring to build the best experiences. Prior to Embrace, Eric co-founded Scopely, the largest US mobile games publisher. It features 8+ top-grossing games (including Scrabble, Star Trek, Walking Dead, WWE, and Yahtzee) and was acquired in 2023 for \$5B. At Scopely, Eric experienced firsthand the frustration of trying to solve complex performance issues and optimize end user experience. Since the right solution to identify and resolve these problems didn't exist, he made it his mission to build it.

Headshot: [Eric Futoran](#)

### Fredric Newberg, CTO

Fredric is CTO and co-founder of Embrace. Embrace is the 4th startup that Fredric has helped engineer from the ground up. The last three have been focused on the mobile space and involved building systems that scale to handle the high data volumes that mobile game analytics platforms require. He has designed and built backend systems that handled 1500 applications, 250M monthly active users, and 150B events each month for customers around the globe. Fredric holds a doctorate in Electrical Engineering from UCLA.

Headshot: [Fredric Newberg](#)



Innovating in ways that help developers see and understand the people on the other end of the device will help them think differently about what to build.

Eric Futoran  
CEO, Embrace