

## Internet Software and Services Company Overview of MapMyFitness, Inc.

November 15, 2015 2:00 PM ET

### Snapshot

### People

#### Company Overview

MapMyFitness, Inc. operates a Web, mobile, and social destination that integrates with fitness tracking devices, sensors, and wearables to enable consumers to track, share, and celebrate their fitness activity as a digital fitness community. Its platform (iOS, Android, and cloud-based) offers integrated marketing and advertising solutions to accelerate brand awareness through user engagement in leader boards, virtual challenges, 3-D mapping, competitive course segments, and virtual medals for achievements; consumer subscription products; and an SaaS platform that helps partners to tap into technology, a database of workouts, nutritional data, and calorie calculators, as well as running, cycling, and walking routes worldwide. The company's platform enables users to find local routes, courses, groups, and events; and offers an application that provides real-time fitness tracking by using smartphone's GPS to workouts, as well as enables users to follow the route on an interactive map, while logging time, distance, speed, pace, elevation, and calories burned. The company was founded in 2007 and is based in Austin, Texas. As of December 6, 2013, MapMyFitness, Inc. operates as a subsidiary of Under Armour, Inc.

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Suite 605  
Austin, TX 78701

United States

Founded in **2007**

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[www.mapmyfitness.com](http://www.mapmyfitness.com)

#### Key Executives For MapMyFitness, Inc.

**Mr. Robin Thurston**  
Founder, Chief Executive Officer and Director

**Mr. Kevin Callahan**  
Co-Founder and Vice President of Innovation Strategy

**Ms. Leslie Gruver**  
Vice President of Finance

**Mr. Mark Merolli**  
In-House Legal Counsel

**Ms. Gisela Boland**  
Vice President of Human Resources

Compensation as of Fiscal Year 2015.

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