

**Company:** Usercentrics, Munich, Germany

**Nomination Submitted by:** Greenough Communications

**Company Description:** Usercentrics is a global market leader in solutions for data privacy and activation of consented data. Our technology solutions enable customers to manage user consent for websites, apps and CTV. Usercentrics is active in 195 countries on more than 2.3 million websites and apps. We have over 5,400 partners and handle more than 7 billion monthly user consents. Learn more on Usercentrics.com.

**Nomination Category:** Individual Awards Categories

**Nomination Sub Category:** Best Female CEO of the Year

**Nomination Title:** Donna Dror, CEO



1. Briefly describe the nominated individual: history and past performance (up to 200 words):

Donna Dror is an exceptional example of what female CEO leadership should look like. With over a decade and a half of experience in SaaS, Donna was appointed Usercentrics CEO in October 2022, having initially joined as Chief Revenue Officer in October 2021.

Donna has taken the leading privacy tech company to new heights by driving global expansion, scaling operations, and fostering growth - proving herself as a decisive and agile leader who championed the path to hyper-growth and profitability for the company globally.

With a “come as you are” leadership mentality, Donna is an advocate for inclusive company culture through structured DEI programs. Having lived and worked in Israel, South Africa, England, the U.S., and Europe, she brings a unique global perspective that heavily influences her approach to leadership and innovation.

Prior to Usercentrics, Donna spent eight years at the market intelligence company Similarweb as GM/SVP, where she helped lead the GTM strategy, helped drive revenue growth from \$10 million to \$150 million ARR, and played a pivotal role in the company’s successful IPO in May 2021.

2. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Under Donna’s leadership, Usercentrics has reached its most formidable milestone. On October 15, it will be announced that Usercentrics surpassed 100M EUR ARR (117M USD ARR) , joining fewer than 200 private companies worldwide that have reached this milestone. Usercentrics is now the undisputed leader in the consent management platform (CMP) industry.

To date, Usercentrics supports over 600,000 organizations worldwide through both its freemium and paid-for services as brands embrace privacy-first strategies to meet regulations and respond to evolving consumer expectations. The company has also seen a record year of growth, reporting a profitable 45% year-over-year revenue increase.

Additionally, Donna has spearheaded partnerships with key industry players like Google, Amazon, Microsoft and Wix - thereby expanding Usercentrics' footprint.

Key awards underscore Usercentrics' excellence under Donna’s leadership: It won a second consecutive Børsen Gazelle Award in December 2023 for exceptional financial growth, secured an unprecedented 10 G2 Leader Badges in both 2024 and 2025 across CMP and Cookie Tracking categories, and received recognition in G2’s Best Software Awards in February 2025, attesting to customer satisfaction and market impact in navigating data privacy challenges. These accolades reflect real-world validation from industry professionals and demonstrate Usercentrics' influential role in shaping the landscape of privacy regulations.

3. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

- [Donna Dror joins Usercentrics as new Chief Revenue Officer](#) – Donna's appointment as Chief Revenue Officer.
- [Usercentrics accelerates industry innovation with key executive leadership changes](#) – Donna's appointment as Chief Executive Officer.
- [Usercentrics awarded European Leader Badge in Consent Management by G2](#) - October 2023 G2 Overall Leader Badge and European Leader Badge.
- [Usercentrics awarded five Leader Badges in Consent Management by G2](#) – December 2023 G2 Leader, Leader Europe, Leader EMEA, Leader Mid-Market Europe, Leader Mid-Market EMEA badges.
- [Usercentrics receives Børsen Gazelle award for second consecutive year](#) - Second consecutive Børsen Gazelle Award.
- [Usercentrics awarded 10 Leader Badges in two product categories by G2](#) – July 2024 G2 Leader, Leader EMEA, Leader Europe, Leader Enterprise, Leader Mid-Market, Leader Mid-Market Europe, Leader Mid-Market EMEA, Users Love Us for Usercentrics CMP and Cookiebot CMP.
- [Usercentrics Apps SDK awarded Q2 2024 Category Leader Badge by 42matters](#) - August 2024 Usercentrics Apps SDK awarded the Category Leader Badge for Q2 2024 by 42matters.
- [Usercentrics celebrates recognition in G2's 2025 Best Software Awards](#) – February 2025 Usercentrics was named among G2's Best Data Privacy Software Products in the 2025 G2 Best Software Awards.
- [Usercentrics surpasses 100K paying B2B customers as demand for Privacy-Led Marketing soars](#)
  - Usercentrics is now supporting over 600,000 organizations worldwide through both its freemium and paid-for service.
  - Usercentrics has surpassed 100,000 paying B2B customers that embrace privacy-first strategies to meet regulations.
  - Usercentrics has seen a record year of growth, reporting a 65% year-on-year revenue increase

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Since 2023, Usercentrics’ accolades under Donna’s leadership distinguishes the company fiercely against other players in the industry. Unlike many consent management platforms offering compliance features, Usercentrics combines customization and global reach across 195+ countries, 60+ languages, 2,200+ legal templates, and is used on more than 2.3 million websites and apps, which significantly outpaces peers.

Usercentrics repeatedly earns multiple G2 Leader Badges, an accolade that competitors garner infrequent recognitions, across Consent Management Platform and Cookie Tracking categories, including Overall Leader, Leader EMEA, Leader Europe, Leader Enterprise, Leader Mid-Market, Leader Mid-Market Europe, Leader Mid-Market EMEA, Momentum Leader, and the coveted “Users Love Us” badge for both Usercentrics CMP and Cookiebot CMP, Usercentrics’ newest integration. These recognitions underscore Usercentrics’ unmatched consistency in peer-reviewed validation.

Additionally, Usercentrics is a key player among CMPs, where data privacy continues to accelerate as one of the hottest growth industries. As a primary innovator and driver in the space, Usercentrics is now supporting over 600,000 organizations worldwide through both its freemium and paid-for service.

The company also has a promising growth trajectory. As of February 2025, Usercentrics has surpassed 110,000 paying B2B customers adopting privacy-first strategies to meet regulations. The company also achieved a record year of growth with 45% year-over-year revenue growth, exceeding forecasts - a milestone that underscores the operational scale and business acceleration led by Donna Dror.

#### Attachments/Videos/Links:

[Donna Dror, CEO](#)



[REDACTED FOR PUBLICATION]