

Meet the Voicify Executive Team



Jeff McMahon

Jeff is co-founder and CEO at Voicify. Jeff has spent over 20 years helping brands connect to their customers using cutting-edge marketing technologies. The common thread throughout his career has been building companies and technology platforms that focus on creating rich customer experiences for digital channels such as voice, web and mobile.

Prior to Voicify, Jeff co-founded and led several organizations from inception through successful exit. Most recently, Jeff was the CEO of Agency Oasis where he led the company's growth into one of the leading digital agencies in the country with office in Boston, Atlanta, Dallas, Los Angeles and San Francisco. In addition to his leadership responsibilities at Voicify, Jeff is an active investor, advisor and mentor to several start-up companies in the marketing technology and e-commerce spaces.

Jeff has a BA in Neuroscience from Hamilton College and an MBA from Cornell University.



Nick Laidlaw

Nick Laidlaw is co-founder and CTO for Voicify. He is part of a rare breed of technical executives who still knows how to work in the trenches while inspiring team members around him. He brings over twenty years of hands-on development and leadership experience in the marketing and advertising industry. Prior to Voicify, Nick was co-founder and CTO of Agency Oasis, a national digital advertising agency focused on web solutions. He helped to grow the agency over 16 years until it was acquired in 2016.

Nick has particular expertise in Content Management Systems (CMS) architecture and implementations. His affinity for intuitive CMS solutions began in 1997 while developing custom implementations for the tourism and financial industries. Over the years, Nick has worked with a number of off-the-shelf platforms with a focus within the Microsoft .NET stack. He excelled within the Sitecore CMS community; leading development efforts on the Sitecore platform since 2006 and a multiple time Sitecore MVP.

Nick's expertise in the CMS space propelled him to provide intuitive solutions within the voice assistant space. His experience helping hundreds of companies within the marketing and advertising space fuels his passion to bring voice assistant capabilities to brands across industry verticals.

Nick has his BA in Computer Science from Hamilton College.



Robert Naughton

Bob is co-founder and Chief Revenue Office for Voicify. He has a 20+ year career managing not only direct and channel organizations but also account management teams. As CRO, he leads all Sales & Marketing efforts for Voicify as well as the entire partner ecosystem.

Prior to Voicify, Bob was a co-founder and CRO of Agency Oasis, a leading independent digital agency with a focus on strategy, design, and web development. In his capacity, Bob was responsible for all sales, account management, and partner alliance with premier partners such as Microsoft, Sitecore, Adobe, and EpiServer. He helped to grow the agency over 16 years until it was acquired in 2016. In addition to his role at Voicify, Bob is an active investor and advisor to several start-up companies in the marketing & technology space. He has his BA in Literature from Hamilton College.



Jason Fields

Jason is the Chief Strategy Officer for Voicify. Jason acts as a collaborator and leader with Voicify's partners and customers, enabling them to leverage the power of the Voicify platform to engage with their customers and prospects. Jason is an evangelist, speaker, thought leader and strategist for the company. Jason is passionate about personalizing the relationships between brands and customers, for the betterment of both. He believes in finding the 'Youtility' of what brands can do to better the experiences of those they serve.

Prior to Voicify Jason was the Senior Vice President, Strategy & Solutions for Rightpoint, a customer experience agency based out of Chicago. Jason also established and grew the Los Angeles office for Agency Oasis, which was acquired by Rightpoint a few years later. Jason was a founding member of the Customer Experience Advisory Board of Microsoft and spent nearly a decade as faculty with Emerson College teaching in the Master's program for Integrated Marketing Communications. Jason sits on several company advisory boards & works with non-profits.

Jason has his BA in Communication & English from UMass Amherst and a MA in Media Studies from New School University.