Peloton Announces Appointment of Chief Marketing Officer and Creates Chief Technology Officer Role to Focus on AI Innovation Strategy

June 12, 2025 at 4:30 PM EDT

Megan Imbres will join as Chief Marketing Officer; Peloton's Francis Shanahan will serve as CTO

NEW YORK--(BUSINESS WIRE)--Jun. 12, 2025-- Peloton Interactive, Inc. (NASDAQ: PTON) has appointed Megan Imbres to its leadership team as Chief Marketing Officer. The company has also created a Chief Technology Officer role, promoting Francis Shanahan, its Senior Vice President of Connected Fitness Software, to the position. Together, the appointments represent a commitment to creative and technical innovation to empower Peloton Members to live fit, strong, long, and happy.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250612172244/en/



Megan Imbres to join Peloton Interactive, Inc. as its Chief Marketing Officer.

Megan Imbres, who will join the company on July 7, will oversee global brand and product marketing, growth marketing, creative, consumer insights, and member engagement. She brings more than 20 years of experience with direct-to-consumer brands, including expertise in data-driven performance marketing, brand development, and creative strategy for some of the world's most influential technology and entertainment companies. She will report to CEO Peter Stern.

Megan most recently served as Managing Director of Apple Marcom LA, the global marketing communications group responsible for the company's services businesses, overseeing significant creative campaigns and delivering tentpole cultural moments, including the Apple Music Super Bowl Halftime Show and Apple TV's partnership with Major League Soccer. Prior to Apple, Megan played a pivotal role in the growth of Netflix, first helping to build the brand and streaming category before later establishing the Netflix Originals brand. Other previous positions include Global Head of Brand Marketing for Amazon Ads and Head of Brand and Content Marketing for the mobile streaming startup Quibi, working closely with founders Jeffrey Katzenberg and Meg Whitman. She is also a passionate cyclist and competitive triathlete, recently qualifying for the Kona Ironman 2025 World Championships.

"Megan's experience in growing direct-to-consumer subscription businesses, her creative instincts, and her track record of delivering culturally resonant campaigns will propel us on our path towards growth," said Stern. "I look forward to working alongside her and our fantastic marketing organization as we deepen our connection with our millions of existing Members and meet millions of new ones."

Francis Shanahan has been promoted to Chief Technology Officer, reporting to Chief Product Officer Nick Caldwell. In this position, he leads Peloton's engineering and technical teams, spearheads the team's customer-facing AI innovation strategy, guides product architecture, and ensures its systems are scalable and high-performing, helping the company deliver on its strategic objective of improving Member outcomes.

Since joining Peloton in March 2021, Francis has led Peloton's software engineering team, delivering intuitive product experiences that enable Peloton's expert-led content to reach more than six million Members across multiple hardware devices and apps. Under his leadership, the team has reimagined the homescreen experience to serve content recommendations and launched several new features, including Personalized Plans and Pace Targets, all designed to make it easier for Members to find, discover, and engage with our content and meet their goals.

"Francis has been an instrumental partner in our product organization and understands the important role AI plays in our connected fitness ecosystem," said Nick Caldwell, Peloton's Chief Product Officer. "In addition to being steeped in the exact innovation that we'll need to realize our potential in this next chapter, he's also an incredible ambassador for our brand as an ultra-marathon runner for whom endurance and performance training is deeply personal."

About Peloton

Peloton (NASDAQ: PTON) provides Members with world-class equipment, ground-breaking software, expert human instruction, and the world's most supportive fitness community. Founded in 2012 and headquartered in New York City, Peloton has millions of Members across the US, UK, Canada, Germany, Australia, and Austria. For more information, visit www.onepeloton.com.

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