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Enterprise Social Media Management Company Continues to Scale

Sprinklr adds Board member, two senior hires and triples employee count in 2012

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#), the leading enabler of scalable social media management for enterprises, today announced the addition of Scott Doniger as Senior Vice President of Strategy and Services and Michael Logan as Vice President of Sales. The company also welcomes John McMahon, enterprise software veteran, to its Board of Directors. Since January, Sprinklr has grown from 30 employees to more than 100.

Recognized as “the most capable” Social Media Management System to serve the needs of large organizations by [Altimeter Group](#), Sprinklr has more than 100 enterprise level clients such as Dell, Virgin America, Cisco Systems, Samsung, Hearst Digital, and Newell Rubbermaid. Mirroring the growing client roster, Sprinklr has added key talent to its board and staff, tripling its employee base since the start of 2012.

Scott Doniger will tap his two decades of strategic marketing, research and social business leadership experience to lead the services and strategies teams at Sprinklr. Prior to joining Sprinklr, Scott was Executive Director, Strategy and Planning at Wirestone. In that role, Scott led a team of 15 marketing, social media, and technology analysts and researchers to develop strategic solutions designed to help brands understand how digital technologies and tools are changing the way they connect with people. Prior to Wirestone, Scott was a brand manager and senior marketer at BMW of North America, Inc., and a Marketing and Media Analyst at Forrester Research.

As Sprinklr’s Vice President of Sales, Michael Logan brings 23 years of experience in strategic software sales to his role. With experience at Hewlett Packard and as a foundation member of Aprimo Marketing, Michael offers a customer-focused orientation to the sales and implementation process. Prior to Aprimo, Michael served various leadership and sales roles at PTC and Eastman Kodak.

Joining Sprinklr board members, Carlos Dominguez, SVP of Cisco Systems and Neeraj Agrawal, General Partner of Battery Ventures is John McMahon. John has had a longstanding and successful career in the enterprise software sector leading worldwide sales, professional services, customer services and marketing teams at five public software companies, including Bladelogic, BMC, Ariba, Parametric Technology Corporation (PTC) and GeoTel.

“We are thrilled with the momentum Sprinklr has had this year, not only with the addition of incredible talent, but also companies to our roster of enterprise partners that rely on Sprinklr to deliver Social@Scale,” said Ragy Thomas, CEO of [Sprinklr](#). “It’s the combination of robust, scalable, and nimble technology, the best talent in the world, and our customer partners that cements Sprinklr’s position as the most capable platform for the enterprise to

scale Social engagement.”

What is Social@Scale?

Social@Scale is the belief that it is possible -and ultimately profitable- for multi-division enterprises to connect and foster deep personal relationships with their customers. Combining cutting-edge technology, corporate governance, and a disciplined operational framework, Social@Scale enables brands to engage in a timely and relevant manner with their community from a single platform across multiple corporate functions in multiple social channels.

About Sprinklr

[Sprinklr](#) fundamentally believes that the advent of social technologies changes every aspect of how businesses connect with their audiences.

With over 100 global brands as customers and financing from Battery Ventures, the company is relentlessly focused on helping large enterprises adapt the realities behind their firewall to the new realities of the socially-networked & empowered customer.

The company offers an enterprise-wide Social Media Management System and related services.

The world's most social global brands choose [Sprinklr](#) to do Social@Scale.

PenVine for Sprinklr

Melanie Berger

850-567-0082

melanie@penvine.com

Source: Sprinklr