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Sprinklr Bolsters Leadership Suite with the Addition of Three Senior Leaders to Help Accelerate Innovation, Drive Transformation, and Deliver Customer Value

New Leadership across Services and Support, Product Management, and Global Alliances advance three priorities central to Sprinklr's transformation: stronger customer outcomes, faster innovation, and ecosystem-led growth.

NEW YORK--(BUSINESS WIRE)-- **Sprinklr (NYSE: CXM)**, the definitive, AI-native platform for Unified Customer Experience Management (Unified-CXM), today announced three new leaders across areas central to the company's transformation and its focus on helping customers realize greater value from its platform.

Jamie Thompson joins as *Global Head of Services and Support* and a member of the Executive Leadership Team, reporting directly to Sprinklr's *President and Chief Executive Officer* **Rory Read.** Thompson will lead Sprinklr's global services and support organizations to strengthen execution across the customer journey, accelerate adoption, and help customers achieve measurable outcomes from their technology investments. Thompson brings more than 30 years of experience leading global services, customer success, consulting, and support organizations. Most recently, he served as Chief Customer Officer at BMC Helix.

Additionally, **Jack Nichols** joins as *Senior Vice President, Product Management for Sprinklr Service;* and **Mike Conlon** joins as *Senior Vice President, Global Alliances & Partnerships.* Together, these leaders strengthen Sprinklr's ability to drive customer outcomes, product innovation, and ecosystem growth.

"For the past two years, we have been building a stronger, more focused Sprinklr around one simple idea: everything starts and ends with our customers," said **Rory Read**. "We've made meaningful progress strengthening our foundation, raising the bar on execution, and accelerating innovation, and we have more ahead of us. The next phase is about turning that progress into an even greater customer impact. Jamie, Jack, and Mike bring the experience, leadership, and urgency to help us do exactly that. They understand what it takes to innovate at scale, execute with discipline, and create lasting customer value, and I'm excited to have them help lead what comes next for Sprinklr."

Jack Nichols will lead product strategy and management for Sprinklr Service, with a focus on accelerating innovation across digital, voice, AI agent, analytics, workflow and workforce orchestration capabilities. Reporting to **Karthik Suri**, Sprinklr *Chief Product and Corporate*

Strategy Officer, his leadership will help advance a more unified customer service platform that enables organizations to manage interactions across human and AI-powered channels with greater speed, intelligence, and consistency. Nichols brings more than two decades of experience in enterprise software, cloud platforms, infrastructure, AI-powered customer experience and product leadership. Most recently, he served as Vice President of Product Management for Genesys Cloud.

Mike Conlon will lead the continued development of Sprinklr's global partner ecosystem as a strategic engine for customer value and growth reporting to **Thomas Addis**, Sprinklr *Chief Revenue Officer*. Conlon joins Sprinklr from Zoom, where he served as the Americas Channel business leader during its transition to a partner-led go-to-market strategy. By deepening relationships with technology, consulting and go-to-market partners, Sprinklr aims to extend the reach of its platform, create new opportunities, and help customers access a broader set of capabilities and expertise. Conlon brings more than 25 years of experience building and scaling channel, alliance, and go-to-market organizations across the software, cloud, UCaaS, and CCaaS industries.

"Transformation is a journey, not a destination," said **Read.** "We've strengthened our foundation and raised our expectations for what Sprinklr can deliver. Now it's about turning that progress into greater customer impact, faster innovation, and durable growth."

About Sprinklr

Sprinklr is the definitive, AI-native platform for Unified Customer Experience Management (Unified-CXM), empowering brands to deliver extraordinary experiences at scale — across every customer touchpoint.

By combining human intelligence with the enhancements and insights of artificial intelligence, Sprinklr helps brands earn trust and loyalty through personalized, seamless, and efficient customer interactions. Sprinklr's unified platform provides powerful solutions for every customer-facing team — spanning social media management, marketing, advertising, customer feedback, and omnichannel contact center management — enabling enterprises to unify data, break down silos, and act on real-time insights.

Today, 1,600+ enterprises — including Microsoft, P&G, Samsung, and 59% of the Fortune 100 — rely on Sprinklr to help them deliver consistent, trusted customer experiences worldwide.

Forward Looking Statements

This press release contains forward-looking information and statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding the potential benefits of Mike Conlon, Jack Nichols, and Jamie Thompson joining Sprinklr. By their nature, forward-looking information and statements are subject to risks, uncertainties, and contingencies, including (i) the risk that the potential benefits of Messrs. Conlon, Nichols, and Thompson joining Sprinklr are not realized and (ii) risks, uncertainties and contingencies that may apply to Sprinklr's business. Additional risks and uncertainties that could cause actual outcomes and results to differ materially from those contemplated by the forward-looking statements are discussed in our Quarterly Report on Form 10-Q for the quarter ended July 31, 2026, filed with the Securities and Exchange Commission (the

“SEC”) on September 3, 2026, under the caption “Risk Factors,” and in other filings that we make from time to time with the SEC. Sprinklr does not undertake to update any forward-looking statements or information, including those contained in this press release.

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