April 14, 2025

Sprinklr Appoints Sanjay Macwan as Chief Information Officer

NEW YORK--(BUSINESS WIRE)-- Sprinklr (NYSE: CXM), the unified customer experience management (Unified-CXM) platform for modern enterprises, today announced the appointment of Sanjay Macwan as Chief Information Officer, effective April 9, 2025. Macwan will report to Sprinklr President and CEO, Rory Read.

In this new role, Macwan will lead Sprinklr's global IT, enterprise security, and data infrastructure and analytics strategy, focused on accelerating Sprinklr's market position and technology leadership, enhancing operational resilience, and delivering greater value to customers.

"Sanjay is joining Sprinklr at an important time in our transformational journey. His deep experience leading and scaling enterprise technology and innovation, along with a proven track record helping global organizations navigate today's complex security landscape, will be a valuable addition to our Executive Leadership Team," **said Sprinklr President and CEO, Rory Read.** "While Sprinklr's transformation is well underway, Sanjay's background with major global enterprises in information security, cloud, and SaaS will help strengthen our security posture to deliver hardened, best-in-class products and support our long-term vision — to make every customer experience extraordinary. As we focus on reenergizing growth and helping our customers realize the full value of our AI-native platform, Sanjay's leadership will play a critical role in helping to ensure we do so securely, with greater speed, scale, and trust."

Macwan brings more than 30 years of experience driving transformation and building high-performing teams. He most recently served as the Chief Information Officer and Chief Information Security Officer of Vonage Holdings Corp. He previously served as Senior Vice President and Chief Technology Officer, Media Labs at NBCUniversal, Inc. Before that, he held various roles at AT&T, Inc., including Vice President, AT&T Chief Technology Office. Mr. Macwan holds a B.S. in Electrical Engineering and an M.S. in Computer Science from Polytechnic University (current NYU Tandon School of Engineering) in New York.

"I am excited to be joining Sprinklr at such an important moment in its transformation," **said Macwan.** "Sprinklr has an inspiring vision for customer experience, which is fundamental to every growing enterprise. It has a differentiated AI-native platform and an impressive roster of customers, with a clear opportunity to scale strategically and securely, and I look forward to working in partnership with the leadership team and Sprinklr teammates across the company to help strengthen our technology and security posture and enable our customers to unlock the full value of what Sprinklr can deliver."

About Sprinklr, Inc.

Sprinklr is a leading enterprise software company for all customer-facing functions. With

advanced AI, Sprinklr's unified customer experience management (Unified-CXM) platform helps companies deliver human experiences to every customer, every time, across any modern channel. Headquartered in New York City with employees around the world, Sprinklr works with more than 1,900 valuable enterprises — global brands like Microsoft, P&G, Samsung and 60% of the Fortune 100. Sprinklr is redefining the world's ability to make every customer experience extraordinary.

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 appointing Sanjay Macwan as Sprinklr's Chief Information Officer. By their nature, forward-looking information and statements are subject to risks, uncertainties, and contingencies, including (i) the risk that the potential benefits of Mr. Macwan's appointment 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 Annual Report on Form 10-K for the fiscal year ended January 31, 2025, filed with the Securities and Exchange Commission (the "SEC") on March 21, 2025, 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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