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Sprinklr Expands Executive Team to Support Rapid Growth

Appoints Chris Lynch as CFO and Rob Peacock as VP of Strategic Alliances

NEW YORK, Dec. 2, 2013 (GLOBE NEWSWIRE) -- Social relationship infrastructure, [Sprinklr](#), today announced two new appointments to its executive team. Prior to closing a \$17.5 million Series C round last month, the company appointed Chris Lynch as its new chief financial officer and named Rob Peacock as the vice president of strategic alliances. Sprinklr expects to grow by more than 300 percent by year's end and is on track to meet triple-digit growth in 2014.

"Our growth was the trigger to expand our executive team and Chris's and Rob's exceptional talents and track records make them a perfect fit for the long-term vision of Sprinklr," said Ragy Thomas, founder and CEO, Sprinklr. "We know that Twitter's and Facebook's IPOs are just the start of the social revolution for the enterprise. With our senior team in place, we're ready to help take it to the next level."

As a financial executive with extensive experience in technology, software and advertising, Lynch has an impressive record of accomplishment in leading global businesses through periods of rapid growth. Lynch joins Sprinklr from Bazaarvoice, where he most recently helped the company execute a successful IPO. His experience in public offerings, mergers and acquisitions and operational expertise, along with his international knowledge, are the ideal attributes to manage the company's rapid expansion.

"After meeting with Ragy and his team, I was blown away by Sprinklr's technology and vision to help the largest brands on the planet move from just 'doing social' to *being* social, at scale," said Lynch. "Sprinklr's commitment to delighting its customers coupled with the enterprise embracing the innovation of a social infrastructure over traditional siloed tools, offer unparalleled value. It's rare that you get the opportunity to join a company with so much potential, and I look forward to helping us take advantage of this amazing opportunity."

The company also added digital pioneer Rob Peacock as the vice president of strategic alliances to develop and manage partnerships with systems integrators, consulting, advertising and digital agencies. With more than 16 years of experience managing digital transformations and omni-channel strategies, Peacock served as the director of business strategy at SapientNitro for clients including Dunkin' Donuts, Baskin Robbins, Carrier Corporation and LensCrafters. He previously ran award-winning campaigns for brands including Puma and Bed Bath and Beyond at Beam Interactive as its director of production and business development.

"After witnessing Sprinklr's proprietary infrastructure technology in action and speaking to Ragy about the future of social for the enterprise, I knew this was the company for me," said

Peacock. "Sprinklr's passion for powering this conversation economy – and its sophistication to do so – truly make this company special."

Sprinklr's native and seamless social relationship infrastructure enables large enterprises to connect with people on social networking channels, so they can build relationships on a highly contextual human level. Sprinklr serves more than 350 of the world's most social brands including Microsoft, Cisco, Intel, IHG, Hearst Digital and Virgin America, helping them to innovate faster, grow revenue, manage risk and reduce operational costs.

About Sprinklr

Sprinklr is a cloud software platform that enables large businesses to understand customers and build real, human relationships on social networking channels. Driving business results across organizational silos, Sprinklr's platform is the only native, seamless, fully integrated social relationship infrastructure. Sprinklr is architected for the entire enterprise to innovate faster, grow revenue, manage risk and reduce operational costs, moving the organization from just 'doing social' to *being* social, at scale. Founded in 2009, Sprinklr is headquartered in New York City and serves more than 350 brands worldwide. Visit www.sprinklr.com @sprinklr #SocialAtScale.

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