

September 13, 2016



Sprinklr Expands Executive Team, Welcomes New Strategic Advisors and Board Member

Former VCE Chief Operating Officer Tim Page to Join Sprinklr as COO

*Cisco Executive Chairman John Chambers & Kellogg School of Management Professor
Mohanbir Sawhney to Serve as Strategic Advisors*

Ed Gillis Becomes the Company's Newest Board Member

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#), the world's most complete enterprise social technology, today announced that it has expanded its executive team, brought aboard its first two strategic advisors, and added a new member to its board of directors.

Joining Sprinklr as Chief Operating Officer is Tim Page. With more than 20 years of experience in the high tech industry, Tim was most recently at VCE, the converged platforms division of EMC, where he was COO and one of the founding members that helped bring the firm to a \$3B+ run rate in just six years. At VCE, Tim led the delivery of a new generation of cloud-based solutions that have transformed the agility and profitability of some of the world's largest enterprises. Reporting to Sprinklr President Carlos Dominguez, Page will be responsible for fostering even greater collaboration between the company's business units and continuing to position the organization for long-term growth.

"Throughout my career, I've realized there are a few characteristics exceptional companies share: an industry-changing product, talented and positive people, and world-class advisors. Sprinklr has all three," said Page. "This company is on a rare kind of trajectory, and I'm looking forward to the journey."

Further validating Sprinklr's mission to enable brands to become customer-first organizations, the company is welcoming its two first strategic advisors: Executive Chairman and former CEO of Cisco John Chambers and Professor Mohan Sawhney, a trusted guide for the world's top CMO's and the McCormick Foundation Chair of Technology at Kellogg School of Management.

"In an age of digital disruption, enterprises need to deliver a seamless customer experience spanning all digital and offline channels," said Sawhney. "Sprinklr is leading the way with a system of engagement that's unparalleled in its scope and power, and I'm delighted to partner with the company in architecting the front-office of the future."

Sprinklr has also added Ed Gillis to its board. Gillis is one of the most distinguished financial minds in the business, having served as CFO at major tech organizations including Veritas, PTC, and Lotus, in addition to interim executive roles at Skype and Avaya.

“Sprinklr has seen unprecedented growth over the last year as the world’s most valuable brands have realized the transformative impact that social can have as a way to create enterprise value and enable more human experiences at scale,” said Ragy Thomas, Founder and CEO of Sprinklr. “Building a new class of enterprise software requires a pioneering and diverse range of enterprise thinking, and we’re thrilled to welcome even more great minds into the Sprinklr family.”

Over the course of 2015, Sprinklr saw dramatic growth — becoming one of the fastest enterprise SaaS companies in history to eclipse \$100 million in annual revenue — as the world’s largest brands use Sprinklr’s software as the foundation for collaborating across departments to create better experiences for their customers. In July, the company [raised \\$105 million at a \\$1.8 billion valuation](#) to build on that momentum.

Operating in 150+ countries with 1,200 employees worldwide, Sprinklr has cemented itself as the leading social media management platform for the world’s most valuable companies. More than half of the *Fortune* 50 and 1,200+ brands including Nike, McDonald’s, Microsoft, P&G, and Samsung use Sprinklr’s unified platform to help manage everything they do on social — from listening to planning, publishing, engagement, analytics, and more — across their enterprise, from marketing to customer care to sales and beyond.

About Sprinklr

Sprinklr provides the most complete enterprise social technology in the world, designed to help large companies collaborate across their entire organization to create intuitive, superior customer experiences across every social channel. The company is revolutionizing customer engagement in 150+ countries for more than 1,200 brands, including Nike, McDonald’s, Microsoft, P&G, Samsung, more than 50% of the *Fortune* 50, and nine out of ten of the world’s most valuable global brands. Called “the most powerful technology in the market,” Sprinklr powers more than four billion social connections to help the enterprise reorient its business around the customer in the age of digital transformation. Headquartered in New York City with more than 1,200 employees globally, Sprinklr works with a powerful group of partners that includes Deloitte Digital, SAP, IBM, and Microsoft. For more information, visit sprinklr.com or chat with us at [@sprinklr](https://twitter.com/sprinklr).

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Source: Sprinklr