

February 26, 2018



Sprinklr Expands Executive Leadership Team with Chief Culture & Talent Officer

Diane Adams comes to Sprinklr with 20+ years of experience leading values-based, high-performance cultures for rapidly growing private and public companies

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#), the most complete social platform for managing customer experiences at scale, today announced the appointment of Diane Adams, who will oversee human resources, recruiting, and employee experience as Chief Culture & Talent Officer. Adams brings deep expertise in leading fast-growing private and public companies, and will be responsible for attracting and retaining the best talent in enterprise software while preserving and shaping a culture that encourages employee and business growth.

With more than 20 years of experience, Adams has devoted her career to building high-performing organizations across technology verticals. During a 14-year tenure at Cisco that saw exponential growth, her team hired more than 40,000 people in 152 countries as the company expanded from 3,800 to 70,000+ employees while revenues jumped from \$2.2B to \$40B+. After Cisco, Adams joined Allscripts, where she supported the company as it tripled from 2,000 to 7,000 employees by investing in robust leadership and development, employee communication, and philanthropy programs. Adams went on to serve as Chief People Officer at Qlik, one of the fastest-growing technology companies in the world, and was, most recently, Chief Culture and Talent Officer for McGraw-Hill Education.

As Sprinklr's Chief Culture and Talent Officer, Adams will focus on ensuring that the company's values and culture drive corporate and individual success. She will also help implement concepts laid out in her book, "[It Takes More than Casual Fridays and Free Coffee](#)," which explains how people and companies can recognize opportunities to engage and energize their teams, develop creative strategies to meet changing market requirements, and build high-performing cultures.

The addition of Adams to Sprinklr's executive team follows a number of milestones for the company in the past year, including:

- [Hired Luca Lazzaron](#) as its first CRO and [welcomed John Chambers](#), CEO of JC2 Ventures and former Executive Chairman & CEO of Cisco, to Sprinklr's Board of Directors.
- Expanded its social channel partner ecosystem and grew Sprinklr's global reach with first-of-its-kind [Viber](#) and [Reddit integrations](#) and stronger [LINE](#), [Twitter](#), [Facebook](#), [Instagram](#) and [Pinterest](#) partnerships to meet the growing demand for a unified customer experience management platform.
- Named by *Fast Company* [as one the world's most innovative companies](#) and listed as [#14 on the Forbes 2017 Cloud 100](#), the definitive list of the top 100 private cloud companies in the world.

- [Revealed its mission](#) to make social the foundation for every brand's customer experience management strategy, announcing a number of significant new products across every major customer-facing function, including marketing, advertising, research, commerce, and care.

With Adams, Sprinklr is positioned not only to further accelerate its growth and define a new class of enterprise software, but to define the best workplace culture in the world.

Comments on the News:

"Sprinklr understands that building a category-defining company starts with unleashing employee potential," **said Adams**. "I'm thrilled to build on and accelerate the best of Sprinklr's culture, and am looking forward to joining a company where delivering the best customer experience starts with creating the best employee experience."

"At Sprinklr, we believe one thing: people never forget how you make them feel. That notion shapes our view of the world, our mission, our values, and our product. And, it's behind our intention to put employees first as we continue our major push into customer experience management and embark on our most ambitious year yet," **said Ragy Thomas, CEO and Founder, Sprinklr**. "Diane's focus on building and sustaining a great culture for every employee perfectly aligns with Sprinklr's mission to help brands create more human experiences for every customer."

About Sprinklr

Sprinklr is the first unified customer experience management platform for the enterprise. We help the world's largest brands reach, engage, and listen to their customers on Facebook, Twitter, and 23+ other social channels for the purposes of marketing, advertising, research, commerce, and care. Sprinklr does all of that on one unified platform, which integrates with legacy systems and allows siloed teams to collaborate to deliver a seamless experience to every one of their customers across any channel — at scale. Headquartered in New York City with 1,400 employees in 20 offices, Sprinklr works with 1,200+ global companies 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 brands. Its partners include SAP, IBM, Microsoft, and many others across the CXM ecosystem. For more information, visit sprinklr.com or chat with us at [@sprinklr](https://twitter.com/sprinklr).

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