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Sprinklr's Doug Balut Recognized as 2021 CRN® Channel Chief

Honored for steering the evolution of Sprinklr's partner program and empowering partners to ensure the success of joint customers

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#), the Customer Experience Management (CXM) platform for modern enterprises, today announced that [CRN®](#), a brand of [The Channel Company](#), has named **Doug Balut, Sprinklr's Senior Vice President of Global Alliances**, to its 2021 list of Channel Chiefs. The IT channel executives on this list demonstrate outstanding growth, values-driven leadership, and continuous innovation.

Balut joined Sprinklr in 2016 and is responsible for driving growth and profitability by supporting the success of Sprinklr's extensive portfolio of partners. Under his leadership, Sprinklr created its first strategic global partner program with industry leaders such as Accenture, Adobe, Amazon Web Services, Deloitte, Facebook, Google, Microsoft, Oracle, SAP, ServiceNow, Twitter and top agencies such as Dentsu, Havas and Publicis Groupe.

"Our ecosystem of partners all play a crucial role in delivering services that help organizations tackle digital customer experience management challenges," **said Doug Balut, Senior Vice President of Global Alliances, Sprinklr**. "I'm humbled and proud to collaborate with our innovative strategic alliance team, and am looking forward to maintaining a focus on empowering our partners with the resources they need to help customers transform their businesses."

All honorees on the 2021 Channel Chiefs list are selected by CRN's editorial staff based on their dedication, industry prestige, and exceptional accomplishments as channel advocates.

"CRN's 2021 Channel Chiefs list includes the industry's biggest channel evangelists, a group of individuals who work tirelessly on behalf of their partners and drive growth through the development of strong partner programs and innovative business strategies that help bring business-critical solutions to market," **said Blaine Raddon, CEO of The Channel Company**. "The Channel Company is proud to recognize these channel influencers and looks forward to following their continued success."

CRN's 2021 Channel Chiefs list will be featured in the *February 2021* issue of CRN® Magazine and online at www.CRN.com/ChannelChiefs.

Additional Information:

- To learn more about Sprinklr's Global Alliance program, [please click here](#).
- If you are an existing Sprinklr partner, please visit [Sprinklr's Partner Portal](#).

About Sprinklr

[Sprinklr](#) is the world's leading Customer Experience Management (CXM) platform. We help organizations listen to customers, learn from them, and show them love across digital channels. Headquartered in New York City with 2,000+ employees globally, Sprinklr works with the world's most valuable companies including L'Oréal, McDonald's, Microsoft, and more than 50% of the Fortune 100. For more information, visit sprinklr.com or chat with us at [@Sprinklr](#).

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