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# Sprinklr Announces New R&D Center in Singapore

*Immediately hiring engineers for Research and Development Center to support continued business growth*

*Leading brands in Asia Pacific – including Samsung, Gojek, StarHub and Changi Airport Group – are relying on Sprinklr's CXM platform*

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#), the Customer Experience Management (CXM) platform for modern enterprises, today announced its expanded presence in Singapore with a new R&D center following a year of impressive customer growth. This new facility will reinforce Sprinklr's position as a leading CXM provider, supporting valuable brands in Asia Pacific, including [Samsung](#), [Gojek](#), [StarHub](#) and [Changi Airport Group](#).

"Sprinklr's expansion during these challenging times demonstrates the company's confidence in Singapore as a strong business hub, with world-class R&D and engineering talent. We welcome the addition of the R&D centre to our tech ecosystem and look forward to the exciting job opportunities it will create for Singapore and Singaporeans," **said Ang Chin Tah - Vice President and Head, Digital Industry Singapore (DISG)**.

Sprinklr will immediately begin recruiting and investing in engineers for this new facility, which adds to Sprinklr's existing R&D centers in the United States and India. Sprinklr is also hiring sales, customer success, and recruiting support across Asia Pacific.

"At Sprinklr, we are working to define the future of customer experience management every day," **said Pavitar Singh, Chief Technology Officer, Sprinklr**. "We're thrilled to open an R&D center in a forward-thinking city – accelerating our ability to develop visionary technologies that help brands create human experiences at scale."

Sprinklr's new R&D center follows a year of [corporate milestones](#) and key strategic hires in Singapore, Malaysia, Thailand, Hong Kong, Korea and Australia.

"Singapore is a global hub for innovation, with world-class talent to help Sprinklr meet the growing demand from enterprise customers for advanced CXM," **said Florian Zenner, Senior Vice President, APAC and Japan, Sprinklr**. "We're excited for this R&D center to strengthen our relationship with Asia Pacific and support our continued international expansion."

## Additional Resources:

- Check out the [Sprinklr Career page](#) for open positions.
- [Contact us to learn more about Sprinklr](#).

## 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](https://sprinklr.com) or chat with us at [@Sprinklr](#).

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Rachel Alvarez  
Sprinklr Communications  
[PR@Sprinklr.com](mailto:PR@Sprinklr.com)

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