

August 7, 2025



Sprinklr Welcomes Bit Rambusch as Head of Global Services and Support.

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#) (NYSE: CXM), the unified customer experience management (Unified-CXM) platform for modern enterprises, today announced that Bit Rambusch has joined Sprinklr as Head of Global Services and Support, reporting to Sprinklr President and CEO, Rory Read.

“We are thrilled to welcome Bit to the Sprinklr team. With his proven track record of building and scaling world-class customer service organizations and deep technical expertise, Bit brings the operational rigor and strategic vision we believe is critical as we continue our transformation journey,” **said Sprinklr President and CEO, Rory Read.** “Our services and support organizations are a vital element of our strategy to reenergize and grow Sprinklr’s core social and marketing products while we harden and expand Sprinklr Service. With Bit leading these organizations, we believe we can build a lasting culture of customer-centricity and help our customers realize the full potential of our AI-powered platform.”

Rambusch joins Sprinklr from Philips Healthcare, where, as Senior Vice President, Services and Solution Delivery, North America, he led the 3000+ employee organization responsible for all facets of customer relations and retention during the customer lifecycle. Before that, Rambusch spent more than 20 years in a variety of services, support, product and quality management leadership roles at Dell.

“As a customer service and support leader, Sprinklr’s vision is close to my heart, and I believe this innovative, AI-native platform has the power to help enterprises connect with their audiences in bold, differentiated ways,” **said Rambusch.** “I’m excited to join Sprinklr at this pivotal moment to help our teams drive extraordinary end-to-end experiences for our customers, setting a new standard for customer service excellence in our industry.”

Rambusch is a graduate of the United States Military Academy at West Point and is based in Austin, TX.

About Sprinklr

Sprinklr is a leading enterprise software company for all customer-facing functions. With advanced AI, Sprinklr's unified customer experience management (Unified-CXM) platform helps companies deliver human experiences to every customer, every time, across any modern channel. Headquartered in New York City with employees around the world, Sprinklr works with more than 1,900 valuable enterprises — global brands like Microsoft, P&G, Samsung and 60% of the Fortune 100. Sprinklr is redefining the world's ability to make every customer experience extraordinary.

Forward Looking Statements

This press release contains forward-looking information and statements within the meaning

of the Private Securities Litigation Reform Act of 1995, including statements regarding the potential benefits of Bit Rambusch joining Sprinklr as Head of Global Services and Support. By their nature, forward-looking information and statements are subject to risks, uncertainties, and contingencies, including (i) the risk that the potential benefits of Mr. Rambusch's joining Sprinklr are not realized and (ii) risks, uncertainties and contingencies that may apply to Sprinklr's business. Additional risks and uncertainties that could cause actual outcomes and results to differ materially from those contemplated by the forward-looking statements are discussed in our Quarterly Report on Form 10-Q for the quarter ended April 30, 2025, filed with the Securities and Exchange Commission (the "SEC") on June 5, 2025, under the caption "Risk Factors," and in other filings that we make from time to time with the SEC. Sprinklr does not undertake to update any forward-looking statements or information, including those contained in this press release.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20250807348628/en/>

Press Contact

Austin DeArman

pr@sprinklr.com

Source: Sprinklr