

March 28, 2024



Sprinklr Appoints Amitabh Misra as Chief Technology Officer

- *Misra will lead a global R&D team including product and engineering at Sprinklr*
- *As a former Founder, CTO, and most recently Vice President of Experience Cloud Engineering at Adobe, Misra brings proven leadership in technology, AI, and the customer experience industry to Sprinklr*

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#) (NYSE: CXM), the unified customer experience management (Unified-CXM) platform for modern enterprises, announced the appointment of Amitabh Misra as Chief Technology Officer (CTO), effective April 1, 2024. Misra will lead all R&D teams across the globe including product and engineering at Sprinklr. He joins the Executive Leadership Team to share his passion for innovative technology to help the company grow and scale. He will report directly to Sprinklr Founder and CEO Ragy Thomas.

Misra brings over 25 years of experience in building large-scale platforms for companies of various sizes, most recently, serving as Vice President of Engineering at Adobe. There he led a global R&D organization for Adobe's Experience Cloud Platform including engineers, product leaders, and AI/ML researchers across India, Europe, and the US. Before joining Adobe, Misra was the Founder and CEO of GOFro.com and CTO, chief architect, and head of engineering at Snapdeal.com. He holds an MBA degree from the University of California at Berkeley and a BTech degree from IIT Kanpur.

"For more than fourteen years, Sprinklr has been advancing our AI-powered Unified-CXM platform vision — a vision we believe can revolutionize front office operations for some of the world's most influential brands," **said Sprinklr Founder and CEO, Ragy Thomas.**

"Sprinklr's CTO is crucial for our customers, partners, employees, and overall business success. Amitabh has the qualities to lead us in this next phase. He is an exceptional leader with invaluable industry expertise, extensive experience in scaling businesses, and a deep understanding of AI technology. His insight into our industry, customers' needs, and the evolving landscape of enterprise solutions is unmatched. I am thrilled to welcome him to the team and look forward to our partnership in driving growth for Sprinklr."

"As a technology enthusiast, I am passionate about building large-scale technology platforms, powered by the latest in AI research, that are uniquely capable of delivering exceptional value for customers," **said Misra.** "It is a very exciting time to join Sprinklr to contribute to advancing the Unified-CXM platform vision and leverage Sprinklr's cutting-edge AI to support brands who are exceptional at delighting their customers. I am eager to join this amazing team of technology experts, build innovative solutions for our customers, help scale the company, and accelerate new opportunities in the industry."

Misra's appointment comes at a time when the company's clients are on the digital edge of an exciting future for Unified-CXM. His vision and expertise will help shape the next evolution of Sprinklr and customer experience.

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 1,700 valuable enterprises — global brands like Microsoft, P&G, Samsung, and more than 60% of the Fortune 100. Sprinklr's value to the enterprise is simple: We un-silo teams to make customers happier.

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 appointing Amitabh Misra as Sprinklr's Chief Technology Officer. By their nature, forward-looking information and statements are subject to risks, uncertainties, and contingencies, including the risk that the potential benefits of Misra's appointment are not realized and 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 or will be discussed in our Quarterly Report on Form 10-Q for the quarter ended October 31, 2023, filed with the SEC on December 6, 2023, under the caption "Risk Factors," and in other filings that we make from time to time with the SEC, including our Annual Report on Form 10-K for the year ended January 31, 2024. Sprinklr does not undertake to update any forward-looking statements or information, including those contained in this press release.

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