



Splunk Welcomes Carrie Palin as Chief Marketing Officer

February 19, 2019

Former SendGrid, Box and IBM Executive to Lead Global Marketing Strategy & Growth

SAN FRANCISCO--(BUSINESS WIRE)--Feb. 19, 2019-- [Splunk Inc.](#) (NASDAQ: SPLK), delivering actions and outcomes from the world of data, today announced it has appointed Carrie Palin as senior vice president, chief marketing officer (CMO). Palin joins from SendGrid where she served as CMO through the company's acquisition by Twilio. At Splunk, she will oversee global marketing strategy reporting directly to Susan St. Ledger, president, worldwide field operations.

"I was drawn to Carrie's track record of leading in fast-paced and high-growth environments, and her proven ability and passion to develop and inspire teams," said Susan St. Ledger. "Carrie brings to Splunk a wealth of knowledge and expertise across all facets of marketing to help drive our high-growth agenda. I could not be more thrilled to welcome Carrie to Splunk."

"I've long been an admirer of Splunk and am excited to lead this world-class marketing team," said Palin. "I'm honored to be part of an organization that continues to enjoy such phenomenal growth. Splunk has a strong reputation for product excellence, a deep customer following and a much-loved brand - I'm excited to build on these strengths as the company continues its transformation journey."

A veteran marketing professional, Palin has more than 20 years of leading global marketing programs at high-growth companies. Prior to SendGrid, Palin was the first CMO, as well as senior vice president of Box and was instrumental in transforming the company's marketing and sales strategy, helping Box nearly double its revenue during her tenure. Before that, Palin was the vice president of marketing for IBM's Cloud Data Services and Analytics Software Division, where she oversaw the team responsible for the growth of their SaaS offerings. She also previously spent over 15 years at Dell leading various marketing organizations.

About Splunk Inc.

Splunk Inc. (NASDAQ: SPLK) helps organizations ask questions, get answers, take actions and achieve business outcomes from their data. Organizations use market-leading Splunk solutions with machine learning to monitor, investigate and act on all forms of business, IT, security, and Internet of Things data. Join millions of passionate users and [try Splunk for free](#) today.

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