

Marketo Hires CIO To Support Global Expansion

Submitted by: Devonshire Marketing

Thursday, 19 July 2012

Greg Higham Joins the Marketo Team to Help Scale Company's Record-Breaking Growth

London, UK. – July 19, 2012 - Marketo, the leading provider of marketing software, today announced it has appointed Greg Higham as the company's first Chief Information Officer. Higham brings decades of leadership success helping fast-growing organizations implement next-level technological infrastructure, and joins Marketo as the company continues scaling rapidly worldwide.

"A key part of our ongoing success is leveraging the best information to power our company – now and in the future," said Phil Fernandez, president and CEO of Marketo. "We are extremely pleased to welcome Greg to Marketo as part of this new chapter of growth."

"Marketo has successfully struck a business nerve in providing easy, powerful and complete marketing software that anyone can use, and so the company is growing at a rapid clip," said Higham. "As we scale, I'm committed to setting up the technological and procedural backbone for this new chapter of the company – from new areas of compliance and security to making it an extremely well-oiled machine across all departments worldwide."

As Marketo's new CIO, Higham brings a unique blend of technology experience and business acumen with a direct focus on IT and strategy, operations management, business process reengineering, customer service, security and governance, new business growth and staff development.

Most recently, Higham served as CIO at FrontRange Solutions, where he spent the last four years directing and managing all information technology, SaaS operations and facilities functions for the company, which provides both on-premise and cloud IT service, IT asset and customer service management solutions.

Higham also served as CIO and vice president of information systems and technology at Witness Systems, a \$250 million public company (acquired by Verint for \$1 billion). From 2005 to 2007, he led the company's global focus on world-class technology infrastructure, including implementing and evolving information systems and tools that enable aggressive business growth. Higham also served as vice president of worldwide customer services for Epiphany (acquired by SSA Global) and has held leadership positions at Inovis, Peregrine Systems, Harbinger, Premenos and Tandem Computers.

Higham holds a degree in Computer Technology from CDI, San Francisco and is also a graduate of Stanford University's Professional Education program.

Marketo: Easy. Powerful. Complete.

Marketo is the leading provider of marketing software and offers the world's first integrated solution for social marketing automation. Marketo's powerful yet easy-to-use marketing automation and sales effectiveness solutions transform how marketing and sales teams of all sizes work — and work together — to drive dramatically increased revenue performance and fuel business growth. The company's proven technology, comprehensive services and expert guidance helps thousands of enterprise and mid-market companies around the world turn marketing from a cost center to a business-building revenue driver.

Marketo was recently named one of “America’s Most Promising Companies” by Forbes Magazine, the fastest-growing private company of 2011 by the Silicon Valley Business Journal, and the “2011 CRM Market Leaders Awards Winner for Marketing Solutions” by CRM Magazine. For more information, visit www.marketo.com, or subscribe to Marketo’s award-winning blogs at www.blog.marketo.com.

PR Contact:

Kim Lynch

Devonshire Marketing

Tel: 0870 166 7000

kim@devonshiremarketing.com