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Splunk Appoints Brian Goldfarb as Chief Marketing Officer

Veteran Marketing Executive with Experience at Salesforce, Google and Microsoft Joins to Lead Global Marketing Strategy

SAN FRANCISCO--(BUSINESS WIRE)-- [Splunk Inc.](#) (NASDAQ:SPLK), provider of the leading software platform for real-time Operational Intelligence, today announced it has appointed Brian Goldfarb as chief marketing officer (CMO). Goldfarb is a veteran marketing executive with experience leading marketing efforts for premier cloud and platform technology providers, including Salesforce, Google and Microsoft. As CMO, he will oversee global marketing strategy and drive revenue growth across the Splunk product portfolio. Goldfarb reports directly to Doug Merritt, President and CEO, Splunk.

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Brian Goldfarb, Chief Marketing Officer, Splunk (Photo: Business Wire)

business operations, and as more and more companies look to the cloud for their data solution, Splunk will continue to grow in importance. I am excited to join the company to help drive growth and to lead a terrific global marketing team."

"Brian has led global marketing efforts at some of the most innovative cloud companies in the world. His deep understanding of platform and cloud products coupled with his ability to grow revenue pipeline at scale makes him a great fit to lead marketing efforts at Splunk. Brian's experience and leadership will be invaluable as we continue to drive Splunk's expansion and growth," said Merritt.

"I must also extend a sincere thank you to Steve Sommer. Steve is one of the most respected marketing executives in enterprise technology and a friend and advisor to so many of us. He built one of the strongest technical brands in enterprise software, and led the creation of the machine data category. Steve is retiring but will stay on as a marketing advisor to Splunk. Thank you Steve for eight incredible years."

Goldfarb brings a wealth of experience to Splunk, having helped to grow usage and revenues at Salesforce, Google and Microsoft. As senior vice president of marketing for Salesforce's Platform division, Goldfarb oversaw a global marketing organization responsible for generating more than \$1 billion in revenue. At Salesforce, he led the successful rebranding of the Salesforce1 Platform to become App Cloud, simplifying the complex portfolio offering and lowering time to first sale. As the CMO of the Google Cloud Platform, Goldfarb managed global marketing teams across three regions, helped grow revenues by more than 400 percent and built the foundation for the business to grow to \$1 billion. Prior to joining Google, Goldfarb spent nearly 10 years at Microsoft where he would lead product marketing for Windows Azure.

"Splunk is squarely positioned as the leader in helping organizations create valuable business insights from data and is required technology for any data-driven strategy," said Goldfarb. "Machine-generated big data is the secret for success in IT, security and

About Splunk Inc.

Splunk Inc. (NASDAQ:SPLK) is the market leader in analyzing machine data to deliver Operational Intelligence for security, IT and the business. Splunk® software provides the enterprise machine data fabric that drives digital transformation. More than 12,000 customers in over 110 countries use Splunk solutions in the cloud and on-premises. Join millions of passionate

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