

## Representative Vell Placement

**CHAUNCEY KUPFERSCHMID**  
**SVP, SALES**



Peoplefluent® today announced the appointment of Chauncey Kupferschmid as SVP of Sales and Business Development. Based in Palo Alto, CA, Kupferschmid will have responsibility for direct and channel sales for the company’s Talent Management, Vendor Management and Workforce Planning and Analytics product lines in North America and will also have oversight of Peoplefluent’s Global Accounts across all product lines. He will report directly to Jeff Carr, President and CEO of Peoplefluent. Kupferschmid brings more than 25 years in software sales leadership from large global businesses, including Platinum Technology and Divine, Inc. He also brings more than a decade of direct Human Capital Management cloud domain expertise with leadership experience from Silkroad, where he was most recently Chief Sales Officer, Executive Vice President of Global Sales and Business Development. During his ten years as the CSO and EVP of Sales with SilkRoad the company experienced record growth and new client penetration throughout the Americas, Asia and EMEA.

“We are extremely pleased that Chauncey joins Peoplefluent at this exciting time for our business. We have just closed an incredibly strong record quarter – a quarter which delivered exceptional validation of our Mirror Talent Management Suite and continued interest in Colossus, our data integration cloud solution,” said Jeff Carr, President and CEO of Peoplefluent. “Combining Chauncey’s deep domain expertise, proven leadership track record and demonstrable success with Peoplefluent’s significant momentum in the marketplace will be a winning combination for our customers in 2014.” Prior to his role at Silkroad, Kupferschmid was Senior Vice President of Global Field Operations for Divine. In the ten years before joining Divine, Kupferschmid was Senior Vice President of Global Field Operations at Platinum Technology, where he was instrumental in the company’s growth from \$1 million to \$1 billion in annual sales revenue during his tenure. In his near decade with Platinum, Kupferschmid was a President’s Club participant every year, a three-time employee of the year winner, and he earned the only Lifetime Achievement for Outstanding Service and Dedication Award ever given before the company was acquired by CA in 1999.

### **About PeopleFluent**

Designed exclusively for large enterprise employers, PeopleFluent is a leading independent provider of integrated recruiting, talent management, and compensation planning solutions. By deeply integrating pervasive video, strategic analytics and collaborative social technologies into its complete suite of Talent Management applications, PeopleFluent redefines employee engagement to address productivity loss and diminished financial results due to an increasingly disengaged workforce. With PeopleFluent, companies can change at the speed of business without costly IT interventions through intuitive, highly configurable software that is built upon the right data. Spanning across an organization’s entire global workforce with one talent cloud, PeopleFluent equips leaders with the meaningful talent data and strategic analytics necessary to make better business decisions. PeopleFluent has worked with over 5,100 organizations in 214 countries and territories to engage employees to drive better business results. Today, 80 percent of the Fortune 100 relies on PeopleFluent as part of their talent management delivery strategy, helping them successfully achieve their talent aspirations.