



## Representative Vell Placement



### **ADAM BRENNER** **SVP, GLOBAL SALES**

Former Oracle, Taleo, Ariba executive to help move Elastic Path into next phase of growth

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Elastic Path, the world's leading provider of enterprise API commerce solutions, today announced that Adam Brenner has joined Elastic Path as senior vice president of global sales. Brenner brings more than 25 years of experience to Elastic Path in leading sales teams for global cloud companies.

"I'm excited to welcome Adam to the Elastic Path leadership team," said Harry Chemko. "Adam will be responsible for the evolution of our sales process, leveraging significant momentum behind cutting-edge commerce solutions at the enterprise level. We're excited about the experience and potential he brings to Elastic Path in this new position."

Prior to joining Elastic Path, Brenner served as a senior executive at leading software companies including Oracle, Ariba, Zyme and Taleo, where he drove global sales and development throughout Europe, the Middle East, Africa and Latin America.

In his most recent role as senior vice president of global sales and customer success at Zyme, Brenner led their global customer success team responsible for sales and presales, partners and alliances, and revenue expansion across the Americas, EMEA and APAC. As a key member of the executive team and direct report to the board, Brenner moved the business from a consumption-based model to multi-year term agreements. Today, more than 80 percent of total revenue is committed in the new model.

At Taleo, where he served his eight-year tenure as both regional vice president and EMEA group vice president, Brenner contributed to the company's revenue growth from \$20 million to \$400 million and its subsequent acquisition by Oracle.

"I'm eager to work with a company that has a strong vision for the future role of commerce technology in how organizations interact and transact with their customers," said Brenner. "I look forward to contributing to the continued growth of Elastic Path as more companies look for solutions that help them connect with consumers in new, meaningful ways across touchpoints."

In his new role, Brenner will be a critical member of the executive management team, focusing on building relationships within the enterprise commerce market and guiding Elastic Path towards continued long-term revenue growth. With extensive experience driving enterprise market revenue, Brenner is uniquely positioned to grow Elastic Path's customer base and partner network.



Elastic Path is leading the way towards API-oriented commerce and is growing within retail, manufacturing, telecommunications and other industries. Brenner joins Elastic Path's growing team of two former IBM execs Darin Archer, CMO and Leho Nigul, VP Product Development, as well as three former Hybris executives. With these additions to the leadership team, Elastic Path is well-positioned to leverage the growing momentum in the market behind API-first solutions.

### **About Elastic Path**

Defining the future of commerce, Elastic Path pioneered the world's leading API-oriented commerce solution for enterprises. The company's flagship product, Elastic Path® Commerce, has helped the world's top brands generate over \$60 billion in over 170 countries. Customers from industries as diverse as travel, telecoms, publishing, software, and retail enjoy the benefits of a flexible, open architecture that monetizes brand-defining customer experiences, facilitates business agility, and eliminates commerce system silos. Elastic Path is a private company based in Vancouver, Canada with offices in the UK and US. For more information visit <http://www.elasticpath.com>.