

Bob Davis joins Plutora Executive Team as Chief Marketing Officer

Experienced marketing and high-tech executive to lead global marketing efforts

Santa Clara, CA--May 23, 2017 - Plutora®, the leading provider of enterprise release, test environment, and software quality management solutions, today announced the appointment of Bob Davis as its chief marketing officer (CMO). Davis is a veteran marketing executive with experience leading marketing efforts in emerging startups as well as global organizations. As CMO, he will oversee global marketing strategy and drive revenue efforts across the Plutora portfolio.

“Bob has led global marketing efforts for a wide range of organizations that have literally changed the way that customers build and manage their IT infrastructures and business strategies. His deep understanding of platform and cloud products coupled with his ability to scale global revenue make him an ideal fit to lead our marketing efforts,” said Dalibor Siroky, co-CEO and co-founder of Plutora. “We are excited to have Bob join our leadership team.”

Before joining Plutora, Bob was the Chief Marketing Officer at Atlantis Computing, a provider of software-defined and hyper-converged solutions for enterprise customers. Bob has a proven track record using analysis-driven and measurable, revenue-based marketing methodologies. He has propelled company growth at data storage and IT management companies including Kaseya (co-founder, acquired by Insight Venture Partners), CA, Netreon (acquired by CA), Novell and Intel.

Davis’s hiring follows the recent [growth equity investment](#) made by Macquarie Capital announced in December 2016. The company is in a rapid growth phase, building out its marketing, sales and customer success organizations to accompany the successful acquisition of some of the most well-known brands in the world. Plutora works with the world’s largest financial, healthcare and telecommunications companies to significantly simplify software release and test management processes, increasing their ability to predictably deliver software and applications that have become paramount in every aspect of their business.

“Plutora is leading the way in delivering an IT Business Operating System Platform that provides visibility into the software development and application delivery lifecycle increasing its speed, frequency and reliability. This visibility provides invaluable insights that result in better planning, decision-making and execution,” said Davis. “Software is at the heart of literally every aspect of business today. The Plutora Platform is fast becoming a requirement for companies to predictably deliver on their corporate

strategies. I am thrilled to join the company and help drive growth and to build out our world-class marketing team.”

About Plutora

Plutora, headquartered in Santa Clara, CA is the market leader of release, test environment, and quality management solutions for enterprise IT. The Plutora Platform transforms IT release processes by correlating data from existing toolchains and automating manual processes providing a single view of releases and associated metrics, such as testing quality. Plutora benefits organizations by providing predictability in the software release process, improving the speed and frequency of releases, better aligning IT software development and business strategy.