

About Splunk

Splunk is the world's first Data-to-Everything Platform. Now organizations no longer need to worry about where their data is coming from, and they are free to focus on the business outcomes that data can deliver. Innovators in IT, Security, IoT and business operations can now get a complete view of their business in real time, turn data into business outcomes, and embrace technologies that prepare them for a data-driven future.

With more than 5,000 employees in 27 offices worldwide, we're focused on creating lasting data outcomes for our customers.

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DEMONSTRATION ONLY

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Splunk (SPLNK)

Stakeholder(s):

Splunk Leaders :

Being a data platform leader requires more than market-leading technology, it requires some of the best minds in the industry. Splunk's executive team and board are leading the charge, helping Splunk and its customers get the most out of their data.

Doug Merritt :

President and Chief Executive Officer — Doug Merritt has served as our President and Chief Executive Officer and a member of our Board since 2015. Previously, Merritt served as Senior Vice President of Field Operations at Splunk from 2014 to 2015. Prior to joining Splunk, Merritt served as Senior Vice President of Products and Solutions Marketing at Cisco Systems, Inc., a networking company, from 2012 to 2014. From 2011 to 2012, he served as Chief Executive Officer of Baynote, Inc., a behavioral personalization and marketing technology company. Previously, Merritt served in a number of executive roles and as a member of the extended Executive Board at SAP A.G., from 2005 to 2011. From 2001 to 2004, Merritt served as Group Vice President and General Manager of the Human Capital Management Product Division at PeopleSoft Inc. (acquired by Oracle Corporation). He also co-founded and served as Chief Executive Officer of Icarian, Inc. (since acquired by Workstream Corp.), a cloud-based company, from 1996 to 2001. Merritt holds a B.S. from The University of the Pacific in Stockton, California.

Susan St. Ledger :

President, Worldwide Field Operations — Susan St. Ledger is president of worldwide field operations for Splunk, overseeing global sales, customer success and marketing. She has over 25 years of senior leadership in high-growth technology companies, including over 11 years at Salesforce and over 12 years at Sun Microsystems. St. Ledger started her career in several technical jobs, including her first role out of college as a software engineer at the National Security Agency. Susan is a passionate learner and anchors her leadership principles in what she calls a high-growth mindset, which is required to transform and accelerate business. Continually checking items off what she calls her "Career Bucket List," Susan has demonstrated expertise in identifying market opportunity and business transformation needs for SaaS environments. As of November 2019, Susan serves as the first independent board member of HashiCorp, the leader in multi-cloud infrastructure automation software. Susan holds a B.S. in Computer Science from the University of Scranton, where she was a student athlete and graduated magna cum laude. Today, Susan continues to propel her philosophy to be a student of life and a student for life.

Jason Child :

Senior Vice President and Chief Financial Officer — Jason Child has served as our Senior Vice President and Chief Financial Officer since 2019. Prior to joining us, Mr. Child served as Chief Financial Officer at Opendoor, an online real estate marketplace, from 2017 to 2019. From 2015 to 2016, Mr. Child was Chief Financial Officer at Jawbone, a consumer technology and wearable products company. Mr. Child served as Chief Financial Officer at Groupon, Inc., an e-commerce company, from 2010 to 2015. Previously, he spent over 11 years leading various global finance teams at Amazon.com, Inc., an e-commerce and cloud computing company. Mr. Child began his career at Arthur Andersen LLP. He holds a B.A. from the University of Washington.

Tim Tully :

Senior Vice President, Chief Technology Officer — Tim Tully has served as our Senior Vice President, Chief Technology Officer since 2018. Prior to this role, Mr. Tully served as our Chief Technology Officer in 2017. Prior to joining us, Mr. Tully served in various roles at Yahoo! Inc., a digital information discovery company, from 2003 to 2017, including most recently as Vice President, Engineering from 2014 to 2017 and before that in engineering leadership roles including Distinguished Engineer and Chief Data Architect. Mr. Tully began his career as a Member of Technical Staff at Sun Microsystems on the JavaSoft team, and also spent time at several startup companies. Mr. Tully holds an M.S. from Carnegie Mellon University and a B.S. from the University of California, Davis.

Scott Morgan :

Senior Vice President, Chief Legal Officer, Global Affairs and Secretary — Scott Morgan has served as our Senior Vice President, Chief Legal Officer since 2019 and our Secretary since 2018. Mr. Morgan has also led our Global Affairs initiatives since 2020. Prior to this, Mr. Morgan served as our General Counsel from 2017 to 2019, as our Vice President, Associate General Counsel from 2014 to 2017 and as our Associate General Counsel from 2012 to 2014. He also served as our Assistant Secretary from 2012 to 2018. Prior to joining us, Mr. Morgan served as legal counsel at Autodesk, Inc., a design software and services company, from 2007 to 2012. From 2004 to 2007, Mr. Morgan served as legal counsel at Tellabs, Inc., a provider of access networks solutions. Mr. Morgan began his career as an associate at Morrison & Foerster LLP and at Thoits, Love, Hershberger & McClean LLP. Mr. Morgan holds a B.A. from the University of California, Berkeley and a J.D. from the University of California, Hastings College of the Law.

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Stakeholders (continued)

Carrie Palin :

Senior Vice President, Chief Marketing Officer — Carrie Palin has served as our Senior Vice President, Chief Marketing Officer since 2019. Prior to joining us, Ms. Palin served as the Chief Marketing Officer at SendGrid, a digital communications platform company acquired by Twilio, from 2018 to 2019. From 2016 to 2018, Ms. Palin served as the first Chief Marketing Officer and Senior Vice President at Box, a cloud content management company. Ms. Palin served as the Vice President of Marketing for IBM's Cloud Data Services and Analytics Software Division from 2015 to 2016. She also previously spent over 15 years at Dell leading various marketing organizations. Ms. Palin holds a B.S. from Texas Christian University.

Rick Fitz :

Senior Vice President and General Manager, IT Markets — Rick Fitz has served as our Senior Vice President and General Manager, IT Markets since 2015. Prior to this role, Mr. Fitz served as our Vice President of IT Markets, from 2014 to 2015. Prior to joining us, Mr. Fitz served as Vice President of Product Strategy and Management at MarkMonitor, a Thomson Reuters company, from 2013 to 2014. From 2008 to 2013, Mr. Fitz served as Senior Vice President of Product Management at CA Technologies, a software company. Previously, Mr. Fitz served in a variety of senior management positions at Network General, BMC Software, Peregrine Corporation and Remedy Corporation. Mr. Fitz holds a BSCE degree from University of the Pacific and an M.B.A. from Golden Gate University.

Ammar Maraqa :

Senior Vice President, Strategy and Corporate Development — Ammar Maraqa has served as our Senior Vice President, Strategy and Corporate Development since 2019. Prior to this role, Mr. Maraqa served as Senior Vice President, Business Operations and Strategy from 2017 to 2019, General Manager of IoT Markets from 2018 to 2019, and Vice President, Business Operations, from 2015 to 2017. Prior to joining us, Mr. Maraqa served as Vice President, Corporate Development and Strategy at Cisco Systems, Inc., a networking company, from 2008 to 2015. From 2003 to 2008, Mr. Maraqa served as Executive Director, Pricing and Business Analytics and Director, Product Management at Dell Inc., an information technology and services company. Earlier in his career, Mr. Maraqa served as a senior associate at Bain & Company, a global management consulting firm. Mr. Maraqa holds a B.S. from the University of Pennsylvania and an M.B.A. from Stanford Graduate School of Business.

Sendur Sellakumar :

Senior Vice President, Cloud and Chief Product Officer — Sendur Sellakumar has served as our Senior Vice President of Cloud and Chief Product Officer since 2019. Prior to this role, Mr. Sellakumar served as Splunk's Senior Vice President and Vice President of Cloud from 2017 to 2019. From 2013 to 2017 he served as Vice President, Corporate Development. Before joining Splunk, Mr. Sellakumar worked in the financial services industry in investment banking from 2007 to 2013 at Morgan Stanley and Credit Suisse. Earlier in his career, Mr. Sellakumar held several engineering roles at enterprise technology companies, including Qualcomm and Autodesk. Mr. Sellakumar holds a B.S. from the University of California, San Diego, and an M.B.A. from Cornell University and is based in the California Bay Area.

Haiyan Song :

Senior Vice President and General Manager, Security Markets — Haiyan Song has been with Splunk since 2014 and currently serves as our Senior Vice President and General Manager, Security Markets. From 2012 to 2014, Ms. Song served as Vice President and General Manager of HP ArcSight, a security and compliance management company previously acquired by Hewlett-Packard Company. From 2005 to 2012, Ms. Song served as Vice President of Engineering at ArcSight. Ms. Song previously served as Vice President of Engineering at SenSage, an event data warehousing company, from 2004 to 2005. Ms. Song started her career at IBM/Informix, a database software company. Ms. Song holds a M.S. from Florida Atlantic University and studied Computer Science in Tsinghua University in China.

Kristen Robinson :

Chief People Officer — Kristen Robinson has served as our Chief People Officer since 2020. Prior to joining us, Ms. Robinson served as Chief Human Resource Officer at Pandora Media, Inc., a music discovery platform, from 2014 until its acquisition by Sirius XM Holdings Inc. in 2019. She previously served as SVP, Human Resources at Yahoo! Inc., a digital information discovery company, from 2010 to 2013. Prior to that, she served as VP, Human Resources from 2006 to 2010 at Verigy Ltd., a semiconductor test equipment company. Ms. Robinson holds an M.B.A. from Northwestern University, and a B.S. from Boston College.

Splunk Board of Directors**Graham V. Smith :**

Independent Chairman of Splunk Inc. — Graham V. Smith has served as a member of our board of directors since 2011 and Chairman since 2019. Mr. Smith served in various executive leadership positions at salesforce.com, inc., a provider of enterprise cloud computing software, from 2007 to 2015, including as Chief Financial Officer and most recently as Executive Vice President. Prior to joining Salesforce, Mr. Smith served as Chief Financial Officer at Advent Software Inc., a portfolio accounting software company, from 2003 to 2007. Mr. Smith has served as a member of the boards of directors of BlackLine, Inc., a provider of cloud-based solutions for finance and accounting, since 2015, and Slack Technologies, Inc., a provider of cloud-based professional collaboration tools, since 2018. Mr. Smith previously served on the board of directors of Citrix Systems, Inc., an enterprise software company, from 2015 to 2018, MINDBODY, Inc., a cloud-based wellness services marketplace from 2015 to 2019, and Xero Limited, an online accounting software company, from 2015 to 2020. Mr. Smith holds a B.Sc. from Bristol University in England and qualified as a chartered accountant in England and Wales.

Doug Merritt :

President and Chief Executive Officer — Doug Merritt has served as our President and Chief Executive Officer and a member of our Board since 2015. Previously, Merritt served as Senior Vice President of Field Operations at Splunk from 2014 to 2015. Prior to joining Splunk, Merritt served as Senior Vice President of Products and Solutions Marketing at Cisco Systems, Inc., a networking company, from 2012 to 2014. From 2011 to 2012, he served as Chief Executive Officer of Baynote,

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Stakeholders (continued)

Inc., a behavioral personalization and marketing technology company. Previously, Merritt served in a number of executive roles and as a member of the extended Executive Board at SAP A.G., from 2005 to 2011. From 2001 to 2004, Merritt served as Group Vice President and General Manager of the Human Capital Management Product Division at PeopleSoft Inc. (acquired by Oracle Corporation). He also co-founded and served as Chief Executive Officer of Icarian, Inc. (since acquired by Workstream Corp.), a cloud-based company, from 1996 to 2001. Merritt holds a B.S. from The University of the Pacific in Stockton, California.

Elisa Steele :

Chairwoman, Namely — Elisa Steele has served as a member of our board of directors since 2017. Since 2019, Ms. Steele has served as Chair, Board of Directors at Namely, Inc., a financial and human capital management software company, where she served as Chief Executive Officer from 2018 to 2019. Ms. Steele previously served as Chief Executive Officer and President of Jive Software, Inc., a collaboration software company, which was acquired in June 2017. Ms. Steele was a member of the Jive Software executive leadership team since 2014. Prior to joining Jive Software, Ms. Steele served as Chief Marketing Officer and Corporate Vice President, Consumer Apps & Services at Microsoft Corporation, a worldwide provider of software, services and solutions, and Chief Marketing Officer of Skype, an Internet communications company, from 2012-2014. Ms. Steele also has held executive leadership positions Yahoo! Inc. and NetApp, Inc. Ms. Steele has served as a member of the board of directors of Cornerstone OnDemand, Inc., a learning and human capital management software company, since 2018. Ms. Steele holds a B.S. from the University of New Hampshire and an M.B.A. from San Francisco State University.

John G. Connors :

Managing Partner, Ignition Partners — John G. Connors has served as a member of our board of directors since 2007. Since 2005, Mr. Connors has been a managing partner at Ignition Partners, LLC, a venture capital firm. Prior to joining Ignition Partners, Mr. Connors served in various management positions at Microsoft Corporation from 1989 to 2005, including most recently as Senior Vice President and Chief Financial Officer from 1999 to 2005. Mr. Connors has served as a member of the board of directors of NIKE, Inc. since 2005. Mr. Connors holds a B.A. from the University of Montana.

Mark Carges :

Independent Board Member and Former CTO of eBay Inc. — Mark Carges has served as a member of our board of directors since 2014. He previously served as Chief Technology Officer of eBay Inc., an e-commerce company, from September 2009 to September 2014. Mr. Carges was a member of the eBay Inc. leadership team since September 2008, overseeing eBay Inc.'s platform strategy, as well as having overall responsibility for technology, software development and site operations for eBay.com. Prior to joining eBay Inc., Mr. Carges was Executive Vice President, Products and General Manager, for the Business Interaction Division at BEA Systems, a provider of enterprise application infrastructure software which was acquired by Oracle in April 2008. During more than a decade at BEA, Mr. Carges held a variety of senior technology leadership roles, including Chief Technology Officer. Mr. Carges began his career at Bell Labs as one of the original architects of Tuxedo, software for constructing highly scalable transaction pro-

cessing applications. Mr. Carges has served as a member of the board of directors of Veeva Systems Inc., a provider of industry cloud solutions for the global life sciences industry, since 2017. Mr. Carges holds a BA from the University of California at Berkeley and an MS from New York University.

Patricia B. Morrison :

Independent Board Member and Former Executive Vice President and Chief Information Officer, Cardinal Health — Patricia B. Morrison has served as a member of our board of directors since 2013. Ms. Morrison was Executive Vice President, Customer Support Services and Chief Information Officer at Cardinal Health, Inc., a provider of healthcare services, from 2009 to 2018. Prior to joining Cardinal Health, Ms. Morrison was Chief Executive Officer of Mainstay Partners, a technology advisory firm, from 2008 to 2009, and Executive Vice President and Chief Information Officer at Motorola, Inc., a designer, manufacturer, marketer and seller of mobility products, from 2005 to 2008. Her previous experience also includes Chief Information Officer of Office Depot, Inc. and senior-level information technology positions at PepsiCo, Inc., The Quaker Oats Company, General Electric Company, and The Procter & Gamble Company. Ms. Morrison has served as a member of the board of directors of Baxter International Inc., a global medical products company, since 2019. Ms. Morrison previously served on the board of directors of Aramark, a global provider of food, facilities and uniform services, from 2017 to 2019. Ms. Morrison holds a B.A. and B.S. from Miami University in Oxford, Ohio.

Sara Baack :

Chief Product Officer, Equinix, Inc. — Sara Baack has served as a member of our board of directors since 2017. Since April 2019, Ms. Baack has served as Chief Product Officer of Equinix, Inc., a global interconnection and data center company. Previously, she was Equinix's Chief Marketing Officer from 2012 to April 2019. Prior to joining Equinix, she served in various executive positions at Level 3 Communications Inc., a provider of integrated communications services, most recently as Senior Vice President, Voice Services from 2007 to 2012 and in other leadership positions in the company from 2000 to 2007. Prior to Level 3, she worked in financial services investing private equity for PaineWebber Capital (since acquired by UBS Group AG). Ms. Baack holds a B.A. from Rice University and an M.B.A. from Harvard Business School.

Sri Viswanath :

Chief Technology Officer, Atlassian — Sri Viswanath has served as a member of our board of directors since 2019. Since 2016, Mr. Viswanath has served as Chief Technology Officer at Atlassian Corporation Plc, a provider of team collaboration and productivity software. Prior to joining Atlassian, Mr. Viswanath served as Senior Vice President of Engineering and Operations from April 2013 to October 2014 and Chief Technology Officer from October 2014 to January 2016 at Groupon, Inc., an e-commerce company. From 2012 to 2013, he served as Vice President of Research and Development for mobile computing at VMware, Inc., a provider of cloud and virtualization software and services. His previous experience also includes senior-level product positions at Glam Media, Inc. and Ning Inc. (acquired by Glam Media). He began his career in engin-

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Stakeholders (continued)

earing roles at Sun Microsystems, Inc.. Mr. Viswanath previously served on the board of directors of SendGrid, Inc., a provider of a cloud-based customer communication platform (acquired by Twilio Inc.), from 2017 to 2019. Mr. Viswanath holds a B.E. from Bangalore University, and a M.S. from each of Clemson University and Stanford University.

Stephen G. Newberry :

Independent Board Member and Former Chairman, Lam Research Corporation Stephen G. Newberry has served as a member of our board of directors since 2013. Mr. Newberry served as a director of Lam Research Corporation, a supplier of wafer fabrication equipment and services, from 2005 to 2019, and served as the Chairman of the board of Lam Research from 2012 to 2019. He served as Lam Research's Chief Executive Officer from 2005 to 2011, President from 1998 to 2010, and Chief Operating Officer from 1997 to 2005. Prior to joining Lam Research, Mr. Newberry held various executive positions at Applied Materials, Inc., a provider of manufacturing solutions for the semiconductor, flat panel display and solar industries. Mr. Newberry previously served on the board of Semiconductor Equipment and Materials International (SEMI), the semiconductor industry's trade organization and on the board of directors of Nanometrics Incorporated, a provider of process control metrology and inspection systems. Mr. Newberry holds a B.S. from the United States Naval Academy and completed an executive education program at Harvard Business School.

Vision

Lasting data outcomes for our customers

Mission

To investigate, monitor, alert and act on data

Outcomes

Enable organizations to focus on the business outcomes that data can deliver.

Stakeholder(s)

Innovators :

Innovators in IT, Security, IoT and business operations

Innovators in IT, Security, IoT and business operations can now get a complete view of their business in real time, turn data into business outcomes, and embrace technologies that prepare them for a data-driven future.

1. Business

Provide a complete view of businesses in real time

2. Data

Turn data into business outcomes

3. Technologies

Embrace technologies that prepare for a data-driven future.

Administrative Information

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