



# PLURALSIGHT

## **Pluralsight Appoints Heather Zynczak as Chief Marketing Officer**

*Technology Marketing Veteran Joins as CMO to Drive Growth and Guide Strategy as Pluralsight Continues to Expand into the Enterprise*

SALT LAKE CITY (September 13, 2016) – Pluralsight, the global leader in online learning for technology professionals, today announced the appointment of Heather Zynczak as chief marketing officer (CMO). Zynczak joins Pluralsight after more than four years as CMO at Domo and will leverage her extensive background to lead Pluralsight’s marketing team as the company continues to bolster its enterprise capabilities and customer base.

“Time and time again, Heather has demonstrated her ability to build strong brands and drive impressive growth using her analytically-focused marketing strategy,” said Aaron Skonnard, co-founder and CEO of Pluralsight. “Her marketing expertise and experience at some of the world’s largest and most important tech companies will play an integral role in bringing our platform to the enterprise.”

As a respected marketer with years of experience at companies like SAP and Oracle, Zynczak has created a growth marketing legacy by focusing on driving ROI and taking a data-driven approach to her marketing programs. Under her leadership, Domo saw 100 percent year-over-year growth, with the majority of that revenue coming from marketing-generated leads.

Prior to Domo, Zynczak served as the global vice president of marketing at SAP, where she was responsible for marketing SAP’s business suite of products representing more than \$3 billion in annual revenue. She spent more than five years at Oracle where she set the strategic direction for more than 30 high-revenue products. Zynczak’s early career in technology runs the gamut – she led product marketing at two Silicon Valley-based startups, served as a business consultant for top firms like Accenture and Booz Allen and Hamilton and worked as a software developer.

“As a developer at heart, I’m energized by Pluralsight’s mission to bring professional technology learning to teams and individuals,” said Zynczak. “If my 20-plus years working in tech has taught me anything, it’s how to spot potential and Pluralsight is a company with some of the highest potential I’ve ever seen. I’m eager to help fuel the company’s next phase of growth as it empowers companies around the world to innovate through technology skills and learning.”

For more information on Pluralsight, visit [Pluralsight.com](http://Pluralsight.com).

### **About Pluralsight:**

Pluralsight is an enterprise technology learning platform that delivers a unified, end-to-end learning experience for businesses across the globe. Through a subscription service, companies are empowered to move at the speed of technology, increasing proficiency, innovation and efficiency. Founded in 2004 and trusted by Fortune 500 companies, Pluralsight provides members with on-demand access to a digital ecosystem of learning tools, including adaptive skill tests, directed learning paths,

expert-authored courses, interactive labs and live mentoring. For more information, visit [pluralsight.com](http://pluralsight.com).

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