

Apptio Strengthens Executive Leadership Team with Two Software Industry Veterans

Former VMware executive Ajay Patel and previous Red Hat leader Margaret Dawson join as company further invests in key FinOps and Technology Business Management markets

Bellevue, WA – January 4, 2023 – Apptio, Inc., the leading provider of Technology Business Management (TBM) applications, announced key executive leadership team (ELT) appointments today. These moves will support Apptio as it continues to scale and grow to meet the massive market opportunity of technology business management (TBM) and FinOps.

Ajay Patel has joined Apptio as its new Chief Operating Officer (COO). Previously, Patel served at VMWare, where he was the SVP and GM of the Modern Application and Management Business. Patel ran teams responsible for VMware's strategy, products, services, and go-to-market for product lines, including Tanzu, vRealize, and CloudHealth. Additionally, he led the integration of many major VMware acquisitions and drove VMware Marketplace, VMware Cloud Service Provider, and key public cloud partnerships. Prior to this, Patel spent several years at Oracle leading the Cloud Application Foundation business. As COO of Apptio, he will lead the Corporate Strategy, Product Organization, Global Partnerships, and Customer Success organizations.

"Apptio sits at the crossroads of two mega trends—cloud and digital transformation," said Patel, COO at Apptio. "It has the unique opportunity to leverage its leadership position in TBM and FinOps to become the essential management platform for all lines of business that urgently need to transform and operate like a software product organization."

Margaret Dawson has also joined Apptio as the new Chief of Staff to the CEO. A 25-year tech industry veteran, Dawson brings proven global success at spearheading entry into new markets, building brand positions, and increasing revenue for emerging and Fortune 500 companies. Dawson is an acclaimed author and speaker on digital disruption, emerging technologies, cloud computing, and the convergence of business and technology. Prior to joining Apptio, Dawson held several leadership positions at Red Hat, including VP of Portfolio Product Marketing, Chief Digital Officer, and Chief of Staff to the CEO. Ranked as one of the top Women in Cloud Computing, she was also named Business Role Model of the Year for Women in IT, and Mentor/Coach of the Year in the Stevie Awards for Women in Business.

"Ajay and Margaret are incredible culture fits with proven track records. They are customer obsessed and people-first leaders," said Sunny Gupta, CEO of Apptio. "Ajay has built incredible CIO and CxO relationships in enterprise IT and has a deep background in scaling businesses to \$1B+, while Margaret has demonstrated a well-rounded ability to uplevel and redefine key aspects of the business. I look forward to having them bring their unparalleled expertise to Apptio."

About Apptio

Apptio gives you the power of trusted, actionable insights to connect your technology investment decisions to drive better business outcomes. More than 60 percent of Fortune 100 enterprises trust Apptio to manage spend across the entire IT portfolio and beyond, so they can focus on delivering innovation. Apptio automatically ingests and intelligently structures vast amounts of enterprise and technology-specific spend and operational data. Apptio enables users across disciplines to report, analyze, plan, and govern their investments collaboratively, efficiently, and with confidence.

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