Amplitude Names Serial Founder Gab Menachem as CPO

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Hire signals next phase of company's AI analytics transformation

SAN FRANCISCO--(BUSINESS WIRE)--Apr. 14, 2026-- As part of its continued transformation into the world's leading AI analytics provider, Amplitude, Inc. (Nasdaq: AMPL) today announced Gab Menachem as its new chief product officer.

Menachem founded Loom Systems, an AIOps company that was acquired by ServiceNow in 2020, and has spent the past six years scaling ServiceNow's IT Operations Management product line to over $1 billion in annual revenue. He will oversee Amplitude's product management, design, and growth organizations, reporting directly to co-founder and CEO, Spenser Skates.

"Every company building a digital product today is asking the same question: are we building the right thing?" said Spenser Skates, CEO and co-founder of Amplitude. "That question is harder to answer than it has ever been, because products like AI agents, autonomous workflows, and entirely new kinds of user experiences are more complex than anything that came before. Gab has spent his career at the center of that problem, and he's the right person to lead the team."

"Amplitude continues to lead the way providing behavioral context for product builders," said Menachem. "You build something, you want to see what users are actually doing in your platform, and then you bring it back to iterate. The difference is that what people are building today isn't common software — it's not web pages and applications. They're building agents. So we're moving into the world of agent analytics."

Menachem describes Amplitude's evolving positioning as an intelligence platform for digital and AI builders. "As you build any digital product, you need the intelligence layer for what's happening after you release it in order to iterate and improve. That's the core of what Amplitude does," he said.

Menachem is joining Amplitude amid its first company-wide AI Week - five days dedicated to every employee across every function building AI-powered tools to reinvent and transform their workflows. The initiative is a direct expression of the company's mission 'to help companies build better products.'

"Gab started onboarding this week and immediately had a way to influence what we ship next," added Skates. "That's exactly what we needed."

About Amplitude

Amplitude is the leading AI analytics platform, helping over 4,700 customers—including Atlassian, Burger King, NBCUniversal, and Square—build better products and digital experiences. With powerful AI Agents embedded across our platform, teams can analyze, test, and optimize user experiences faster than ever. Ranked #1 across multiple categories in G2's Winter 2026 Report, Amplitude is the best-in-class solution for product, data, and marketing teams. Learn more at amplitude.com.

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