



Amplitude names Adobe sales leader Matthew Heinz as Chief Revenue Officer

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Heinz established Marketo's enterprise sales org; oversaw business at Adobe following the company's acquisition

SAN FRANCISCO, CA – (November 11, 2019) – [Amplitude](#), the product intelligence platform, announced that Adobe enterprise sales executive, Matthew Heinz, has been named Chief Revenue Officer to lead Amplitude's rapidly growing global sales efforts.

Most recently, Heinz spent eight years as a sales executive at Marketo, establishing the company's enterprise sales business as the company's fastest growing segment. He continued to oversee Marketo's revenue operations in North America following the company's acquisition by Adobe in 2018.

"In today's product-led era, the companies with the best digital experiences win," Spenser Skates, co-founder and CEO of Amplitude, said. "We're excited Matt's joining us to help scale our Sales organization in order to meet the growing demand from enterprise customers who need product intelligence to build breakthrough products."

Modern digital businesses rely on Amplitude's product intelligence to build sustainable growth and deliver product experiences that improve customer engagement and drive monetization. Today, Amplitude serves 30,000 customers including 21 Fortune 100 leaders such as Microsoft, along with high-growth innovators like Intuit, Twitter, SoFi, Zuora, and Drift.

As Chief Revenue Officer, Heinz joins the Amplitude leadership team, which includes CEO Spenser Skates, CTO Curtis Liu, Chief Architect Jeffrey Wang, CFO Hoang Vuong, VP Product Justin Bauer, Executive VP Marketing Sandhya Hegde, VP People Lisa Nielsen, and SVP Engineering Shadi Rostami.

In the past 12 months, Amplitude has achieved several important growth milestones:

- Released [Amplitude Engage](#) to power behavioral targeting
- Ranked in the [Forbes Cloud 100](#)
- Signed 330+ new corporate and enterprise teams
- Released 80 new features and updates for new insights, better data governance, easier collaboration, faster query speed
- Hosted its second annual conference [Amplify](#), the largest gathering of product and growth leaders

To see open positions at Amplitude, visit <https://amplitude.com/careers>.

About Amplitude

Amplitude is a pioneer in digital optimization. It has more than 1,200 paying customers, including 26 of the Fortune 100.

Contact

press@amplitude.com

ir@amplitude.com

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Amplitude, Inc.
201 3rd Street, Suite 200
San Francisco, CA 94103