



Amplitude Welcomes Tifenn Dano Kwan as Chief Marketing Officer

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Three-time CMO to lead and scale Amplitude's marketing organization

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 4, 2022-- [Amplitude, Inc.](#) (Nasdaq: AMPL), a leading digital analytics platform, today announced the appointment of Tifenn Dano Kwan as its new Chief Marketing Officer. With a track record for driving product-led growth, building strong teams, and accelerating pipeline, Dano Kwan will oversee all aspects of Amplitude's marketing organization. She will join Amplitude's executive leadership team and report to Thomas Hansen, Amplitude's President.

"Our goal is to make Amplitude's #1-ranked product analytics solution the essential platform for product, data, engineering, and growth leaders alike," said Hansen. "As we scale our marketing organization, Tifenn champions everything we believe in at Amplitude. She has the perfect mix of operational excellence, a deep understanding of the needs of product and data leaders, and a strong product-led growth muscle. Tifenn is a leader of leaders, and I am thrilled to welcome her to the team."

Dano Kwan will lead Amplitude's marketing strategy and will oversee its corporate marketing, product marketing, and revenue marketing teams. An accomplished digital marketing leader, Dano Kwan was most recently the CMO at Collibra, a leading data intelligence platform, where she led a data-driven transformation of its marketing function and built a category-leading brand. Prior to Collibra, she was the CMO at Dropbox (Nasdaq: DBX), where she drove sustainable and profitable revenue growth through a customer-centric, digital-first approach. Dano Kwan also held numerous marketing leadership roles at SAP, including as CMO of SAP Ariba and SAP Fieldglass. She holds a Master's of Law from L'ICES, l'Institut Catholique de Vendée and a Master's of Management from Audencia Business School. Dano Kwan is a graduate of the Kellogg Executive Education CMO Program.

"People love Amplitude's product. Not only does it give visibility into the entire customer journey, it helps companies build incredible products that drive growth," said Dano Kwan. "Amplitude's product superiority combined with its passionate and humble leadership team is exactly why I couldn't pass up the opportunity to join. I look forward to working with this growing team and am excited to become an Amplitude power user myself. I believe digital analytics is going to transform the way businesses grow."

Dano Kwan will support Amplitude's marketing efforts as the company expands its best-in-class digital analytics platform. With strong customer feedback core to the company's growth, Amplitude ranked #1 across nine categories in the [G2 Fall 2022 Report](#), including as the #1 Product Analytics solution for the ninth quarter in a row and the #1 Mobile App Analytics solution for the fourth quarter in a row.

Dano Kwan will be meeting with customers and industry experts at [Cohort 2022](#), an in-person event for product, growth, and data leaders, taking place on November 14, 2022 at Bespoke in San Francisco. Attendees will hear from leaders at Canva, Webflow, Reforge, Notion, and more about how they're unlocking growth for 2023. [Register today!](#)

About Amplitude

Amplitude is a leading digital analytics platform. More than 1,800 customers, including Atlassian, Chick-fil-A, Marks & Spencer, NBCUniversal, PayPal, Shopify, and Under Armour rely on Amplitude to gain self-service visibility into the entire customer journey. When teams understand how people are using their product, they can deliver better product experiences. With Amplitude, teams can understand what product features are working, where users are getting stuck, and what actions lead to the right outcomes. Nothing is more critical to driving revenue growth. Amplitude is the best-in-class analytics solution for product, data, and marketing teams, ranked #1 in multiple categories in G2's 2022 Fall Report. Learn how to optimize your digital products and business at [amplitude.com](#).

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