



## Amplitude Appoints New CPO to Drive Next Chapter of Innovation

November 28, 2023

SAN FRANCISCO--(BUSINESS WIRE)--Nov. 28, 2023-- As part of its mission to help companies build better digital products and experiences, [Amplitude, Inc.](#) (Nasdaq: AMPL) today announced that former Tableau executive Francois Ajenstat has joined the company as its new chief product officer. With over 25 years of industry experience, Ajenstat will lead Amplitude's product management, design, and growth organization globally.

The move comes as Amplitude continues to grow its business by enabling companies to understand how customers use their products. Amplitude's [Digital Analytics Platform](#) provides these companies with data they can trust, deeper insights into customer behaviors, and faster actions to improve the digital experience.

"As product, marketing, and digital experience analytics continue to converge into a single category, we have the opportunity to serve all these audiences with our platform," said Amplitude CEO Spenser Skates. "Francois' remarkable track record of building and managing products in the data and analytics space makes him the ideal fit for our next phase of growth. He is exceptional at product strategy, understands our space deeply, and puts the customer experience at the heart of every decision. I look forward to working alongside him as we scale and deliver even more value to our customers."

Prior to joining Amplitude, Ajenstat led Tableau's product organization for 13 years as it grew from a small startup to a multi-billion dollar public company that was ultimately acquired by Salesforce. Before that, Ajenstat spent a decade at Microsoft driving the business and product strategy for SQL Server and Microsoft Office and helping to define the company's environmental sustainability strategy.

"Data is critical to the future of digital products and experiences. Companies need clear insights into what people want, where they get stuck, and what keeps them coming back in order to deliver on the promise of those products," Ajenstat added. "Amplitude's platform gives teams the tools to make this promise a reality. I'm excited to help our customers build the best products in the world and unlock their digital channels in a way previously not possible."

As part of today's news, former Amplitude CPO Justin Bauer has transitioned from the company to take a well-deserved break.

"Justin joined as our first product hire eight years ago when we were \$2 million in ARR and has scaled Amplitude to over \$250 million as our first CPO," added Skates. "From delivering a market-leading analytics product, to expanding our platform, to delivering our new self-serve plan, Justin has been instrumental in every stage of our growth. It has been a privilege to work with him."

### About Amplitude

Amplitude is a leading digital analytics platform that helps companies unlock the power of their products. Almost 2,500 customers, including Atlassian, NBCUniversal, Under Armour, Shopify, and Jersey Mike's, rely on Amplitude to gain self-service visibility into the entire customer journey. Amplitude guides companies every step of the way as they capture data they can trust, uncover clear insights about customer behavior, and take faster action. When teams understand how people are using their products, they can deliver better product experiences that drive growth. Amplitude is the best-in-class analytics solution for product, data, and marketing teams, ranked #1 in multiple categories in G2's 2023 Fall Report. Learn how to optimize your digital products and business at [amplitude.com](#).

View source version on [businesswire.com](#): <https://www.businesswire.com/news/home/20231128166008/en/>

### Communications

Darah Easton  
[press@amplitude.com](mailto:press@amplitude.com)

Source: Amplitude, Inc.