



## Amplitude Appoints First Chief Engineering Officer to Accelerate Product Innovation

October 1, 2024

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 1, 2024-- [Amplitude](#) (Nasdaq: AMPL), a leading digital analytics platform, today announced that Wade Chambers has joined the company as its first Chief Engineering Officer. With more than 25 years of engineering leadership experience, Chambers will lead Amplitude's Engineering organization and strengthen its product innovation muscle.

The news follows the recent release of Amplitude's radically simplified platform experience, [Amplitude Made Easy](#), as well as the launch of [Snowflake Native Amplitude](#), a strategic partnership with [HubSpot](#), and enhanced [data governance capabilities](#). In his new role, Chambers will continue to expand Amplitude's integrated platform, which today includes [Analytics](#), [Session Replay](#), [CDP](#), and [Experiment](#).

"I've known Wade for a long time—he's been an advisor to us for more than eight years, and I've learned a huge amount about engineering, management, and leadership from him," said Amplitude CEO and co-founder, Spenser Skates. "Wade is a first-principles thinker, a phenomenal mentor and manager, and one of the very best engineering leaders for this stage of company in the industry. I'm thrilled he'll now be with us in-house."

Chambers has served as an advisor to Amplitude since 2016, and brings a deep familiarity with the emerging digital analytics category to the role. He also has a history of driving innovation, fostering collaboration, and delivering impactful results at leading technology companies. Most recently, he was the CTO and SVP of Engineering at Included Health. Previously he led engineering at Twitter, TellApart, Proofpoint, Yahoo, Opsware, and Netscape—and has been an advisor to cybersecurity company Abnormal Security and the open data lakehouse specialist Starburst.

"Extracting insights from data has been a persistent part of my career since the beginning. Today, every company is under pressure to do the same," added Chambers. "Joining Amplitude is an incredible opportunity to transform how companies around the world use data to understand their customers, build amazing products, and drive growth. I've always been impressed with the Amplitude team and feel privileged to have played a small role in its journey so far. I'm excited to focus on Amplitude full-time and make its platform even better."

More background on Chambers' approach to engineering leadership and management can be found here: [Increasing Your Team's Capacity To Win](#); [The Art of Interviewing 10x Engineers](#); and [Conscious Career Growth](#). And for more information about Amplitude and its platform, please click [here](#).

### About Amplitude

Amplitude is a leading digital analytics platform that helps companies unlock the power of their products. More than 3,200 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 by G2's Summer 2024 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/20241001813620/en/>

[press@amplitude.com](mailto:press@amplitude.com)  
[ir@amplitude.com](mailto:ir@amplitude.com)

Source: Amplitude