

The Company We Keep: Portfolio Company Experience and Investor Relationships

Portfolio Company	Investor Relationship	Engagement
 Socrata Making Data Social™	OpenView	<i>Aligned sales, marketing and product marketing messaging to focus on problems the company solves. Defined an elevator pitch to standardize field and inside sellers description of the value proposition.</i>
 sprinklr turn it on.	Battery Ventures	<i>Redefined the customer conversation and supported engagement processes to help capture the Customer Experience Management Market.</i>
 actifio	Andreessen Horowitz	<i>Aligned sales, marketing, and product messages. Created a repeatable, consistent sales process to help reps effectively qualify, progress, and close sales opportunities.</i>
 MEDALLIA	Sequoia	<i>Grew customer value in a SaaS model.</i>
 NUTANIX ™	Battery Ventures	<i>Created sales messaging and planning tools that enabled faster and deeper penetration into the Global 2000 segment.</i>
 okta	Andreessen Horowitz	<i>Created a customer-focused message and engagement process. Coached managers on effective leadership and developed a management cadence for improved organizational operations.</i>
 qualtrics	Sequoia	<i>Aligned sales, marketing, and product messages into a cohesive, flexible customer conversation leveraged by enterprise and inside sales teams.</i>
 catchpoint ™	Battery Ventures	<i>Created a buyer-centric sales presentation that enabled sellers to uncover customer pain points and consistently articulate the value of their solutions.</i>