

Sprinklr's Story

An Interview with Ragy Thomas,
Founder and Chief Executive Officer, Sprinklr



Ragy Thomas

EDITORS' NOTE Ragy Thomas founded Sprinklr in 2009. Ragy is a technology visionary, entrepreneur, and investor who has played an instrumental role in the evolution of two business-critical channels for the enterprise: social media and email. Ragy earned his M.B.A. in Finance and Information Systems from New York University's Leonard N. Stern School of Business and his Computer Science Engineering degree from Pondicherry University in India.

COMPANY BRIEF Sprinklr (sprinklr.com) is the first unified customer experience management platform for the enterprise. It helps the world's largest brands reach, engage, and listen to their customers on Facebook, Twitter, and 23+ other social channels for the purposes of marketing, advertising, research, commerce, and care. Sprinklr does all of that on one unified platform, which integrates with legacy systems and allows siloed teams to collaborate to deliver a seamless experience to every one of their customers across any channel – at scale. Headquartered in New York City with 1,500 employees in 20 offices, Sprinklr works with 1,200-plus global companies including Nike, McDonald's, Microsoft, P&G, Samsung, more than 50 percent of the Fortune 50, and nine out of 10 of the world's most valuable brands. Its partners include SAP, IBM, Microsoft, and many others across the CXM ecosystem.

What led you to create Sprinklr?

Prior to founding Sprinklr, I was the President of Epsilon's Interactive Services from 2006 to 2008 and the CTO of Bigfoot Interactive, an email marketing leader that Epsilon acquired in 2005. Epsilon was arguably the world's largest e-mail marketing company.

My previous startups and most of my entrepreneurial life revolved around digital marketing and communications. I grew up in e-mail and watched how consumers were shifting from direct mail to e-mail in the late '90s and how businesses took another 10 years to make the same switch for marketing and customer care. This gave me insight into an underlying trend – that communication channels evolve with consumers first and then businesses adopt them.

My previous companies all involved technology that enabled businesses to interact with customers using e-mail. With the emergence and rapid adoption of social media, I saw that we were getting a new set of channels to communicate with each other that built on the capabilities of e-mail. It was clear to me the market was going to need a holistic way to interact with customers through these emerging channels, which is what Sprinklr is.

Who is the customer for Sprinklr and how broad is the market?

We work with Fortune 2000-type companies and very large businesses. We're a B-to-B enterprise software company that provides these companies with a platform that allows them to work across all of their internal teams to connect with customers across 24 social media channels.

Is Sprinklr a word-of-mouth and customer-to-customer sell?

Customers mainly find out about us from other customers. We have one "true north" at Sprinklr: creating value for our customers. We obsess over it. We create value by helping people solve their problems, and the Fortune 500 brands we work with have a very big one on their hands: figuring out how to engage with each of their customers in a meaningful way, at scale, across every social channel. We provide a unique solution to an obvious problem, and that leads to value and a good amount of buzz around what we do. Our growth has come from a strong market need, an extremely competitive and unique product, and passionate employees. ●

Changing the Face of Venture Capital

An Interview with Heather Hartnett,
Chief Executive Officer, Human Ventures



Heather Hartnett

EDITORS' NOTE Heather Hartnett is the Founding Partner of Human Ventures where she and her team have built one of the most well-regarded company builders in New York City. She was recently featured in *Business Insider* as "the first female-led startup studio in New York City" bringing a fresh new perspective to the tech scene. Heather serves on the leadership council for TechNYC and was named one of the 50 Most Influential Women in America by Marie Claire. Prior to Human Ventures, Hartnett spent much of her career in impact investing and philanthropic efforts. She serves on the Board of Directors of the David Lynch Foundation and is a long-time practitioner and teacher of Transcendental Meditation.

COMPANY BRIEF Human Ventures (humanventures.co) sets out to create a studio structure that replicates the process of creating valuable companies. This process takes the right mix of leveraging their operational playbook, finding exceptional talent, and skillfully addressing the unique opportunities of each company. The Human Ventures team is creating a robust ecosystem in New York wherein industries can learn from each other and enable technology and innovation to provide them with better, more fulfilling lives.

What is the mission for Human Ventures?

Our mission for Human Ventures was to be, in essence, the world's best co-founder for someone starting a company. It's really about the evolution of company building and how it has become more systematic and mature.

Startups used to be few and far between and now they provide a way to push forth innovation in many different sectors. We're seeing a maturation of this process starting to take place.

At the same time, we see venture capital changing as well – more and more capital is being put to work in funding innovation startups.

We're a company-builder and we are widening the pool of access to the startup ecosystem. We're not just looking at Silicon Valley-type industries but are addressing what the key industries are that New York is uniquely qualified to accelerate. We can then match founders with funding and give them a playbook in the beginning for managing the start-up.

How broad is your current portfolio?

Industry-wise, it's very broad. We're focusing on consumer-facing technology products. This is a specific sector where we're seeing technology being brought in to help with some of the inefficiencies in traditional industries.

We have a product in education and one in e-commerce that is changing the way that people purchase for others. We also have a company that is in financial technology and is figuring out smart debit cards for children that will have them interacting with banking from an early age.

All these are traditional industries but, with technology and the right human capital, we can service a whole new generation that is coming in and using these platforms.

What kind of innovation opportunities do you see in New York?

We're seeing innovation in a few ways: one is through using technology to make things more efficient at scale. Another is business model innovation where traditional industries are finding new sources of revenue utilizing technology to reach their customers in a different way.

Also, 15 years ago, it might not have been so commonplace to start a company in cities such as New York. Today, we see many seasoned professionals who have deep domain expertise and they're looking to apply that to a startup and to create a more agile, innovative model to their industry, so that's where this platform comes into play in New York. ●