



# Salesloft.



## Media Kit

# Salesloft At A Glance



## Founding

Salesloft was founded in 2011 by Kyle Porter, David Cummings, Tim Dorr and Rob Forman



## Headquartered

Headquartered in Atlanta, Georgia and operating globally with office locations in London, Guadalajara, Mexico, and Warsaw, Poland



## Company Size

1,000 employees



## Company Type

Private mid-size company (undisclosed ARR)



## Our Investors

Vista Equity Partners backed with December 2021 valuation of \$2.3 billion



## Our CEO

David Obrand joined the company as CEO in February 2023



## AI Powered

Rhythm, Salesloft's AI-powered workflow engine, was **launched** in June 2023



## Continued Growth

Salesloft **acquired Drift**, the buyer experience and Conversational AI company, Feb. 2024 positioning themselves as the first AI Revenue Orchestration Platform

# About David Obrand, Salesloft CEO



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David Obrand has more than three decades of experience in sales, tech, and operations. Prior to joining Salesloft as CEO in 2023, he held leadership roles at Addepar, Salesforce, and Yammer, among others. During his time at Yammer, Obrand accelerated the company's growth significantly, leading to its \$1.2 billion acquisition by Microsoft. He is the mastermind behind Salesloft's continuous momentum, championing its most forward-looking moves, including the company's expanded partnership with IBM and the launch of Rhythm, an AI tool designed to translate real-time buyer signals into a single prioritized workflow. Most recently, Obrand spearheaded Salesloft's acquisition of AI-powered buyer engagement platform Drift, making Salesloft the market's first AI Revenue Orchestration platform.

# Platform Results

Findings from The Total Economic Impact™ of Salesloft, a commissioned study conducted by Forrester Consulting on behalf of Salesloft,\* showed enterprise customers using Salesloft experienced the following impacts over three years:

**394%**

return on investment

**\$744K**

savings by consolidating sales technology

**60%**

improvement in response-to-opportunity rate and 30% improvement in closed-won deals, resulting in \$4.6M more in incremental profits

**50%**

increase in annual prospecting activities, resulting in \$3.3M more in incremental profits

## Account Executives using Salesloft Rhythm have seen:

**20% reduction**

reduction in average deal length

**39% decrease**

in activities needed to book a meeting

**25% increase**

in closing rates

**2X increase**

in average contract value (ACV)

<sup>1</sup>A commissioned Forrester Total Economic Impact™ (TEI) study conducted by Forrester Consulting on behalf of Salesloft in September 2022.

# Customers

5,000+ customers across various industries, including notable customers such as:



# Awards & Recognitions



Gartner Customer's Choice in  
2023 Voice of the Customer for  
Sales Engagement Applications



Salesloft Rhythm won the 2023  
Best UX/UI Design in a SaaS  
Product from The Cloud Awards



Leader in The Forrester Wave™:  
Sales Engagement Platforms,  
Q3 2022



Deloitte 2023  
Technology Fast 500™



G2 Leader in Enterprise,  
Summer 2024 for Conversation  
Intelligence, Sales Engagement,  
Sales Coaching, Sales Analytics,  
Sales Performance Management

# Leadership Team



**David Obrand**  
CEO  
[@DavidObrand](#)



**Ellie Fields**  
Chief Product Officer  
[@EllieFields](#)



**Sara Cohen**  
Chief People Officer  
[@SaraCohen](#)



**Sam Loveland**  
Chief Customer Officer  
[@SamLoveland](#)



**Sophie Kunsu**  
EVP, Ops & Strategy  
[@SophieKunsu](#)



**Mike Meyer**  
SVP, Information Security  
[@MikeMeyer](#)



**Mark Niemiec**  
Chief Revenue Officer  
[@MarkNiemiec](#)



**Randy Littleton**  
Chief Marketing Officer  
[@RandyLittleton](#)



**Jake Goldfield**  
EVP, Revenue Operations  
[@JakeGoldfield](#)





# About Salesloft

Salesloft helps revenue teams take the right actions to close every deal with the only platform built around the sellers' workflow. The Salesloft Revenue Orchestration Platform aligns revenue teams by prioritizing, automating, and recommending actions that can improve buyer and customer engagement throughout the entire buyer journey, driving improved productivity, and better pipeline efficiency and revenue outcomes. Thousands of the world's top revenue teams, like those at Google, 3M, IBM, Shopify, Square, and Cisco, drive more revenue with Salesloft. For more information visit [salesloft.com](https://salesloft.com) or follow us on [LinkedIn](#).

