

Spokespeople Bios

Ross Wainwright

CEO



Ross Wainwright is a seasoned software executive with a proven 30-year track record of identifying and fast-tracking opportunities that will not only disrupt existing market habits but also transform customer results to produce the most successful business outcomes.

As Vision Critical's new leader, he sees strong potential to become a compelling and transformative alternative to existing solutions in the CXM software space.

Over the past two years Ross has been the CEO for Dimension Data/NTT managing the Americas P&L. This business focuses on Networking, Security as well as Managed services and Consulting. The organization includes approximately 2300 employees across 6 countries with Revenues of 2.1B. As CEO, Ross oversaw all aspects of the business and reported to the Global CEO for NTT. Ross also lead the integration of all NTT subsidiaries across the Americas supporting a global initiative focused on a full amalgamation of NTT assets.

Ross also spent 15 years at SAP and his last role was the EVP & Global Head of S4 Hana Cloud. This strategic new global business focused on delivering an ERP solution leveraging a SAAS / Public Cloud Delivery model. The business was a start-up within SAP and required leadership across Product Management, Development, Sales, Service, Partner Ecosystem and Customer Lifecycle management. Ross was responsible for all aspects for the business and signed the first 50 clients in 2017. Ross also played the role of Chief Customer Officer overseeing Customer engagement and lifecycle to ensure successful implementation, support and renewal of the business.

Prior to this role Ross was the EVP & Global Head of Financial Services responsible for the end to end business including Banking, Insurance and Capital Markets. He had responsibility to lead Development, Industry teams, Services, Partner ecosystem, Support, Marketing/Communications, Strategy and oversee the global P&L for Financial Services. This business included 1250 employees



stretching across 65 countries around the world and represents 1.55B total P&L for SAP. Ross has also spent 4 years as the EVP for NA Services (3450 employees and a 1.6B P&L).

Ross is a goal oriented, motivational leader with extensive global P&L management experience. He has an established track record of building and leading high performing organizations, driving a transformation leadership agenda and delivering consistent revenue & profit growth.

Nicole Kealey

Chief Strategy Officer



Nicole Kealey recently joined Vision Critical as Chief Strategy Officer, to focus on go-to-market strategy and marketing.

Nicole was with SAP for 8 years and was most recently Global Vice President Intelligent Enterprise and Industry Marketing where she led the marketing teams responsible for driving SAP's portfolio messages across each of SAP's 25 industries.

Prior to joining SAP in 2012, Nicole was with Adobe for 13 years where she held a variety of senior roles across Developer Marketing, Industry Marketing, and Product Marketing. Nicole's experience spans a number of software segments, including Customer Experience Management (CXM), Enterprise Resource Planning (ERP), Data Management & Analytics, and Content Management (CM).

With over 20 years of experience in enterprise software, Nicole has extensive experience in strategy development, integrated marketing, and solution management.