

AVEVA Appoints Chief Marketing Officer to Drive Continued Business Growth

Cambridge, 5 November 2018 – AVEVA, a global leader in engineering and industrial software, today announced Lisa Johnston will join the AVEVA Executive Team in the role of Chief Marketing Officer (CMO). Lisa takes on global responsibility for AVEVA's brand and marketing initiatives. She will build on AVEVA's credentials as a global leader working to accelerate the digital transformation of industrial companies around the world.

With a proven track record of over 20 years of IT industry experience in software, systems and services, Lisa brings to AVEVA extensive experience leading marketing organisations through best-in-class B2B software marketing strategies, digital lead-to-revenue processes and brand management.

In her previous role as Managing Director, Marketing at Vista Consulting Group, she led the Vista CMO community across more than 50 companies within the Vista Equity Partners' portfolio. Prior to that, she was Vice President of Power Systems Global Marketing at IBM, responsible for marketing and the strategic business transformation of this multi-billion-dollar business.

"Just as our customers are implementing new digital strategies to transform their business, so too must AVEVA. We are thrilled Lisa has joined our executive team to provide critical leadership as we continue to evolve our marketing strategy," said Craig Hayman, CEO AVEVA.

"I am excited to join the team at what is a pivotal time for AVEVA. As a leading software technology company focused on serving the industrial market, we are in a unique position to help customers on their digital transformation journey. I look forward to partnering with the leadership team, our customers and our partner community to drive the strategic marketing leadership required to maximise growth," commented Lisa.

Active in the global community, Lisa has been a member of the Society of Women Engineers, Women in Technology, and has dedicated time to philanthropic causes as a member of the Board of Directors of the United Way. Lisa holds a Bachelor of Science in Chemical Engineering from the University of Pennsylvania.

About AVEVA

AVEVA is a global leader in engineering and industrial software, driving digital transformation across the entire asset and operational life cycle of capital-intensive industries. The company's engineering, planning and operations, asset performance, and monitoring and control solutions deliver proven results to over 16,000 customers across the globe. Its customers are supported by the largest industrial software ecosystem, including 4,200 partners and 5,700 certified developers. AVEVA is headquartered in Cambridge, UK, with over 4,400 employees at 80 locations in over 40 countries.



AVEVA Media Contacts:

Gordon Benzie
Director Public & Analyst Relations
gordon.benzie@aveva.com | Tel: +1(949) 639 1662

For Europe-based Inquiries:

Rosey Cox
Senior Communications Manager
rosey.cox@aveva.com | Tel: +44 (0) 7771 540766

For India-based Inquiries:

Lucy Dass
Corporate Communications Business Partner – India
lucy.dass@aveva.com | Tel: +91 91000 51272

