

Message from the President & CRO

International Sales Theater Org Announcement

Objective: One-to-many communication from President & CRO of B2B software company to announce the formation of a new international sales theater.

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As we scale our global footprint, there are opportunities to drive repeatable best practices and optimized market models. While languages and analytic maturity may differ from region to region, our customers share a common need for insights and data-driven decisions. We are pleased to announce the formation of a new **International Theater** comprised of the sales teams serving our EMEA and APJ markets.

In the next few weeks, our SVP of Global Sales will collaborate with our regional sales leadership teams to create the international theater which will serve EMEA and APJ customers, with full recognition of the unique region or country needs that we must factor into our operations.

We will host an All Hands with our EMEA and APJ teams on <date>. I look forward to introducing discussing the exciting future of our international business.

Message sent to all GTM employees globally.