



PRESS RELEASE

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Gearset appoints Michael Lees as Chief Revenue Officer to drive global growth and expand strategic partnerships

Cambridge, UK — October 3, 2024 — [Gearset](#), the leader in Salesforce DevOps solutions, today announced the appointment of Michael Lees as its new Chief Revenue Officer (CRO). Lees, a sales leader with a strong track record in scaling the sales organizations of technology companies, will spearhead Gearset's sales, business development, and strategic partnerships.

With over two decades of experience, Lees has a history of leading sales and go-to-market strategies for high-growth technology companies. Prior to joining Gearset, Lees served as Chief Revenue Officer at LeaseAccelerator, where he played a pivotal role in building the company's customer success team, enterprise sales function and supporting channel strategy, the success of which were critical to LeaseAccelerator's successful sale to insightsoftware earlier this year. His extensive background in product-led growth, combined with his success in executing sales-led motions for enterprise customers, positions him as a strategic asset for Gearset at this critical time in the company's growth journey.

As CRO, Lees will take Gearset's sales and customer success teams to the next level by complementing the company's inbound sales strategy with even more robust outbound efforts to reach new enterprise clients.

In addition, Lees will lead Gearset's strategic partnership programs, enabling partners to integrate Gearset's powerful Salesforce DevOps solution into their own service offerings, thereby delivering greater value to their enterprise clients. This partnership program represents a key growth area for Gearset, as Salesforce consultants and service providers can use Gearset to optimize outcomes for their customers and, in turn, refer clients to Gearset.

"Michael's impressive background at developing and leading world-class sales organizations makes him the ideal person to take Gearset's sales team to the next level," said Kevin Boyle, CEO and co-founder of Gearset. "We are thrilled to have him onboard to help scale our business development efforts and deepen our strategic partnerships, ensuring that Gearset remains the top choice for Salesforce DevOps solutions in the enterprise space."

Lees is equally excited to join Gearset during this pivotal phase of expansion. "Gearset has built the most complete Salesforce DevOps solution on the market, and I'm excited to be part of the company's next chapter of growth," said Lees. "I look forward to working with the sales team to grow our customer base and develop new partnerships that will bring Gearset's industry-leading technology to even more organizations." As Gearset continues to expand globally and into key industry verticals, Lees' hiring signals the company's commitment to maintaining its leadership position in Salesforce DevOps and discovering new growth opportunities through enterprise sales and strategic partnerships.

Lees' arrival at Gearset follows the [appointment of Sophie Light-Wilkinson as CMO](#) earlier this year. It also coincides with other significant milestones, including [Gearset's acquisition of code analysis platform Clayton](#), as the company [surpasses 2,500 customers](#) and 300 employees.

About Gearset

[Gearset](#) is the leading Salesforce DevOps platform, with powerful solutions for metadata, data and CPQ deployments, CI/CD, automated testing, sandbox seeding, archiving and backups. It helps Salesforce teams apply DevOps best practices to their development and release process, so they can rapidly and securely deliver higher-quality projects. Gearset is a uniquely reliable solution trusted by thousands of global enterprises, including McKesson, Accenture, and IBM. For more information visit www.gearset.com.