



## PRESS RELEASE

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### **Gearset supercharges Salesforce Alliances strategy with senior hires from Copado**

#### **Mark Bandettini to Lead the Alliances Team**

**Cambridge, UK — April 3rd, 2025 —** [Gearset](#), the leading DevOps platform for Salesforce, today announced the expansion of its Alliances team with three strategic hires, including two senior leaders from competitor Copado. This investment marks a major milestone in Gearset's continued upmarket growth and deepening partnership with Salesforce and global system integrators.

The three new hires took up their new functions on 31 March. The expansion of the Alliances team follows Gearset becoming an official Salesforce AppExchange Partner.

Mark Bandettini joins as VP of Alliances, reporting to CRO Mike Lees, and will lead Gearset's growing partner ecosystem efforts. Previously Director of Salesforce Alliance at Copado, Mark brings deep experience in building high-impact partnerships across the Salesforce ecosystem.

Joining him are Amber Wood, previously Sr. Manager of Alliances at Copado, and Lexi Cowlshaw, who brings partner marketing expertise from Kroll where she was Channel Partner Marketing Manager (VP Cyber Risk). Together, they form an experienced team focused on scaling Gearset's relationships with Salesforce, GSIs, and other key channel partners.

As enterprise teams scale their Salesforce implementations, including their adoption of Agentforce, trusted partners and reliable DevOps platforms become mission-critical. Gearset enables GSIs and Salesforce partners to accelerate delivery, improve release quality, and reduce risk for their customers — unlocking greater value across the ecosystem.

“Our channel partners are instrumental in helping enterprises get the most out of Salesforce. These strategic hires represent a major investment in our partner strategy and are a key part of our mission to bring best-in-class DevOps to the entire Salesforce ecosystem,” said Mike Lees, CRO at Gearset.

“I’ve seen firsthand the challenges and opportunities in this space. Gearset’s platform, people, and momentum make it the partner of choice for anyone serious about DevOps on Salesforce,” said Mark Bandettini, VP of Alliances at Gearset. “I’m excited to build on that foundation and strengthen our partnerships across the ecosystem.”

**Note to the editors:**

A high-res headshot of Mark Bandettini can be found under [this link](#).

## **About Gearset**

[Gearset](#) is the complete Salesforce DevOps platform, enabling teams to implement best practices throughout the entire DevOps lifecycle. With powerful solutions for metadata and CPQ deployments, CI/CD, testing, code scanning, sandbox seeding, backups, archiving and observability, Gearset offers teams unparalleled visibility and control over their Salesforce process. More than 3,000 enterprises, including McKesson and IBM, use Gearset to accelerate development, improve release quality, enhance security, and make Salesforce deliver.