



PRESS RELEASE

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Gearset Appoints Sophie Light-Wilkinson As Chief Marketing Officer

Cambridge, UK — May 2, 2024 — Gearset, the leading Salesforce DevOps platform, today announced the appointment of Sophie Light-Wilkinson as Chief Marketing Officer. With an extensive background in strategic marketing and a passion for driving transformative growth, Light-Wilkinson will lead the development and execution of integrated go-to-market strategies to further expand Gearset’s growing global presence.

“Sophie is joining Gearset at a time of unprecedented growth, as organizations adopt our platform as a comprehensive and strategic Salesforce solution,” said Kevin Boyle, CEO of Gearset. “Her deep understanding of marketing cutting-edge technology solutions to sophisticated buyers will further enhance our commitment to building a sustainable, customer-centric platform that anticipates user needs and sets new standards for functionality and support within the DevOps community.”

Gearset is a trusted strategic advisor to customers and partners. Light-Wilkinson will spend significant time directly engaging with users to gain deeper insights into the challenges and opportunities they encounter, which will help inform marketing strategies and product innovations. This internal focus on customer needs makes Gearset the leading solution for valuable advisory services in the DevOps community.

“Gearset is at a transformative stage in its growth, particularly as it looks to expand within the vast Salesforce ecosystem and beyond,” said Light-Wilkinson. “The chance to lead a marketing organization that directly contributes to such dynamic growth and product innovation is a truly exhilarating opportunity.”

As Chief Marketing Officer, Light-Wilkinson’s immediate priorities will focus on strengthening internal operations and deepening market connections, while empowering team members and fostering a culture of success across all company functions. Aligning closely with the Sales and Product teams to effectively attract and engage with target markets will be a primary focus. This includes optimizing marketing operations and analytics with advanced tools and processes that provide real-time feedback and insights, fueling more accurate and timely data-driven decisions.

Before joining Gearset, Light-Wilkinson led significant marketing functions at Bitmovin and Bazaarvoice where she was responsible for developing and executing strategies that drove substantial growth and market penetration in the B2B SaaS market. She brings a deep understanding of the critical importance of aligning marketing closely with Sales and Product teams to create a seamless customer journey.

About Gearset

[Gearset](#) is the leading Salesforce DevOps platform, with powerful solutions for metadata and CPQ deployments, CI/CD, automated testing, sandbox seeding 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.

Thousands of Salesforce professionals use Gearset and have shipped millions of deployments, run billions of automated tests and backed up billions of records. With inbuilt intelligence that solves the fundamental challenges of Salesforce DevOps, Gearset is a uniquely reliable solution trusted by more than 2000 companies, including McKesson, Accenture and IBM.