

Akeneo Promotes Kristin Naragon to Chief Strategy and Marketing Officer

Naragon's proven expertise in growth marketing, strategy and business development will further accelerate Akeneo's upward momentum of activating amazing product experiences for brands, distributors and retailers

BOSTON – January 17, 2023 – [Akeneo](#), the global leader in product experience management (PXM) and product information management (PIM), today announced that Kristin Naragon has been promoted to Chief Strategy and Marketing Officer. In her new role, Naragon will continue to spearhead critical strategy implementation at Akeneo to optimize growth performance while overseeing the development and execution of marketing goals. In addition, she will take on the new responsibility of managing the technology partnerships that will drive both business value, accelerate product strategy and ultimately give customers the best composable product experience (PX) offering in the market.

Naragon joined Akeneo as Vice President of Strategy and Growth in 2020, just before the COVID-19 pandemic. After one year of delivering growth initiatives, including introducing product-led growth initiatives such as the [Akeneo Free Trial](#) and [Akeneo PIM Growth Edition](#), Naragon was promoted to Vice President of Marketing and Strategy, where she helped Akeneo's marketing team undergo momentum-building transitions. Most recently, Naragon also took responsibility for directing the Akeneo App Store and independent software vendor (ISV) teams. With this team, she will look after both pipeline generation from ISV partners and building partnerships that accelerate the company's visionary product and Akeneo App Store strategy.

"My experience with Akeneo continues to be incredibly rewarding because I have the opportunity to work with amazing employees, customers, and partners," said Naragon. "I couldn't be happier to do my part in continuing Akeneo's tremendous market momentum and driving our next phase of growth as the newest member of the C-suite."

Since Naragon joined Akeneo, she's helped the company surpass its 2020-2023 growth objectives, including adding a well-balanced global portfolio of customers now totalling over 700 total customers with a best-in-class retention rate, along with +67% YoY products managed in the platform, + 106% YoY total managed assets in the platform, and +85% YoY of active business users in the platform. Building off a \$135 million series D funding round raised in March 2022, Akeneo is on pace to continue its growth trajectory, and by doing so helping brands unlock their growth through product experiences.

"To work alongside Kristin is to be constantly impressed by the determination she brings to even the smallest tasks, and our team at Akeneo is incredibly grateful to have her not only join the C-suite to oversee our next stages of development but to benefit from the energy she brings to work each day," said Fred de Gombert, Co-Founder and CEO of Akeneo. "Kristin's new role as Chief Strategy and Marketing Officer will help ensure that Akeneo is on target to continue our growth plans as we head into 2023 and beyond."

Equipped with an MBA from Harvard Business School and an extensive career as a customer-focused, outcome-oriented business leader, Naragon has a wealth of experience in leadership and digital marketing solutions. Before joining Akeneo, Naragon notably worked her way up to Head of Go-to-Market at Adobe where she was responsible for achieving global growth targets for both new and retention business and overall product and competitive positioning for one of Adobe's lines of business. In all areas of her work, Naragon is a dedicated advocate of female business and technology leaders and encourages gender equality as a critical factor in company growth.

To learn more, please visit www.akeneo.com.

About Akeneo

Akeneo brings a complete and composable SaaS-based solution for managing, orchestrating, activating, and optimizing the entire product record in order to drive compelling and consistent product experiences across all owned and unowned channels and routes-to-market. With its open platform, a leading PIM for product data and asset management, and extensive ecosystem connectivity with Akeneo App Store, Akeneo Product Cloud empowers commerce businesses to deliver world-class product experiences that unlock growth.

Leading global brands, manufacturers, distributors, and retailers, including Thrasio, Staples Canada, boohoo, and Air Liquide trust Akeneo to scale and customize their omnichannel commerce initiatives. Using Akeneo Product Cloud, brands and retailers can activate product experiences in any channel, therefore driving improved customer experiences, increased sales, reduced time to market, accelerated expansion, and increased team productivity.

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