



Salesforce Executive Bob Stutz Resigns

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Salesforce CEO Bob Stutz has resigned, leaving his position which he helmed for four years as head of the Salesforce Marketing Cloud. He has taken on a new responsibility as President of SAP's Customer Experience effort. He has previously held executive positions in the CRM divisions at Siebel, SAP, Salesforce, and Microsoft. This latest move is expected to have far-reaching implications for the CRM technology space.

A representative for SunSella, Mike Law says that they are following the news story carefully. He says, "The changes in the industry affect the business and eventually our customers. We are keeping a close eye on this one. Any new developments or announcements are sure to impact our customers."

"Bob Stutz has decided to leave Salesforce to pursue interests outside of the company," Jenny Smelyanets, a Salesforce spokeswoman, told IndyStar. "We appreciate Bob's contributions to Salesforce, and wish him the best in the next phase of his journey." Stutz joined Salesforce in 2015 as the company's chief analytics officer. The year after that, he took over the reign as the company's marketing cloud CEO and top executive in Indianapolis.

The move comes at a time when a lot of changes are happening over at SAP. Long-time CEO Bill McDermott

recently announced that he was stepping down. This followed announcements from earlier this year when long-time executives and board members left the company including SAP SuccessFactors COO Brigitte McInnis-Day, president of its cloud business Robert Enslin, CTO Bjorn Goerke, and executive board member Bernd Leukert. Bringing Stutz, who has more than 25 years of solid software experience, back on board could be seen as a move to stabilize the company's perception in the industry.

Under Bob Stutz's tenure as Marketing Cloud CEO, Salesforce launched a number of initiatives such as revamping Salesforce Customer 360, extending Wave Analytics, launching Salesforce Einstein, launching the new Wave App for Sales and more. Salesforce also massively expanded its workforce at Indianapolis with a cost of around \$40 million even taking over Chase Tower which was renamed to Salesforce Tower.

Well-known CRM industry analyst and strategist, Denis Pombriant, writes on the blog CRMBuyer, "Washington saw the Revolution through to its end, and even in retirement, he worked behind the scenes to convene the Constitutional Convention in Philadelphia. He knew his legacy was in jeopardy if the new country failed to develop a peacetime government, and he knew that rather than retire to his plantation he'd need to become the first president. That's the position I see Stutz in today. He's been through the industry, absorbing a lot of knowledge and imparting quite a bit as well. This new posting shouldn't have a timer on it, and I doubt he'll be done in four years. I expect Stutz will succeed at SAP as he has in all his other postings -- but I also expect that his success will be measured by whether or not he becomes the CEO."

To replace the industry veteran, Salesforce has named Adam Blitzer as the new CEO of Salesforce Marketing Cloud. Marketing Cloud is Salesforce's suite of digital marketing tools. This division was significantly bolstered by its acquisition of ExactTarget in 2013. Adam Blitzer was a co-founder at marketing automation startup Pardot, which was acquired by ExactTarget, a year before ExactTarget itself got acquired by Salesforce. Techcrunch claims that Adam is focusing on the Customer Data Platform that is launching next year. Speaking to Techcrunch, Adam said he also sees an opportunity to grow the use of Salesforce's Einstein AI in digital marketing as many consumer goods companies that have traditionally been B2B are now facing competition from direct-to-consumer brands.

Salesforce has a partnership with Amazon to provide its software through Amazon's AWS infrastructure. Sunsell maintains a presence on Amazon through its storefront. Sunsell representative Mike Law says, "We will be watching the developments closely to give our customers the best possible customer experience. We will always study and implement the latest industry trends to provide our customers with an unmatched level of satisfaction."

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For more information about Sunsell, contact the company here: [SunsellMike Law\(702\)](#)

952-9541info@sunsella.com9550 S Eastern AveSuite 253Las Vegas, NV 89123

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Website: <http://sunsella.com>

Email: info@sunsella.com

Phone: (702) 952-9541



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