

Apttus, Pioneer of Intelligent Middle Office Software, Hires Koti Reddy as Senior Vice President and Head of Research and Development

San Francisco, CA — August 26, 2019 Renovata & Company is pleased to announce the placement of Koti Reddy as senior vice president and head of research and development for Apttus, the pioneer of intelligent middle office software solutions. Reddy will play a key leadership role in the enterprise software company's quest to revolutionize how some of the largest companies in the world improve corporate efficiencies and manage revenue and commercial relationships.

"Apttus sets the gold standard for software-as-a-service (SaaS)-based revenue and contract management solutions, and it's an honor to join this leadership team," Reddy says. "Apttus solutions represent the commercial backbone of every enterprise business, and I'm eager to help the company deliver transformational value to our customers across the world."

In 2018, Apttus was acquired by Thoma Bravo, a leading private equity investment firm. Apttus solutions are used by hundreds of mid-sized to Global 2000 companies. Its platform, Omni, is the first and only technology to automate, optimize and apply artificial intelligence to revenue generation and commercial relationship management.

"Apttus is positioned for growth with Thoma Bravo best practices and leadership now in place," says Simon Francis, Renovata & Company partner. "Koti is an outstanding addition to the technical leadership team, with more than 20 years of experience managing Enterprise and Software-as-a-Service (SaaS) product development."

Reddy will manage the Apttus R&D organization—which currently includes more than 600 technical staff members (with approximately 520 located in India). The company plans to add another 75 engineers. He will restructure and transform R&D to achieve greater levels of efficiency, productivity and scalability.

This is a pivotal role controlling the nerve center of the company. Middle-office analytics is a complicated (while rewarding) endeavor for large enterprises. Customers buy the technology, but they also need significant change management to leverage it. Reddy will ensure the Apttus user experience is easy to navigate and engaging.

Prior to joining Apttus, Reddy spent 19 years at CallidusCloud, a global enterprise software and SaaS company. Most recently, he was senior vice president of engineering and cloud ops. He also served as vice president of engineering, senior director of cloud services and senior director of compensation management and business analytics for the company.

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Contacts:

Simon Francis
Partner
Simon.Francis@renovata.com

Lois Padilla
Consultant
Lois.Padilla@renovata.com

Location:

Renovata & Company
Transamerica Pyramid
600 Montgomery Street
Suite 2400
San Francisco, CA 94111
USA
+1 415-263-9168
contact@renovata.com

