

Developer Content-Intelligence Platform Qordoba Welcomes Erroin Martin as Vice President, Sales

New York, NY — September 1, 2019 Renovata & Company is pleased to announce Erroin Martin's placement as vice president of sales for Qordoba, a software-as-a-service (SaaS)-based localization and content-intelligence platform for developers. In his new role, Martin will oversee all commercial-facing activities to help take the company to the next level.

Qordoba, headquartered in San Francisco and backed by Aspect Ventures, Upfront Ventures and Rincon Venture Partners, was founded in 2014 and has approximately 65 employees. The platform helps Enterprise clients engaged in global go-to-market strategies to understand the impact of copy in their product applications and interfaces—and revise it quickly by redefining front-facing content in source code. Clients can easily convert copy across 100+ languages faster, at lower cost.

Qordoba uses innovative application strings management technology to remove and replace text into code or design files. The company's solution scores text and suggests alternative word choice—using machine learning (ML), natural language processing (NLP) and natural language generation (NLG) technology. It also offers grammar check, spell check and language localization.

In his new role, Martin will help scale the early-stage, SaaS-based, business-to-developer technology company to \$50M in revenue. In his commercial-facing role, he'll design sales management practices, policies and processes—and coach, manage and mentor a growing sales organization. Martin will drive new business sales as well as manage existing accounts across the entire product portfolio, combining a hands-on approach with outstanding leadership.

"Erroin has the unique leadership skills to help build and take Qordoba's business forward," says Mannie Gill, Renovata & Company partner. "He's an accomplished leader with full P&L, international business, finance, business planning, compensation planning, human resources and management experience complementing his exceptional record in sales, marketing and business development. Martin has repeatedly hired and coached top talent—building loyal, high-performing teams and achieving rapid results in fast-paced, changing and challenging environments."

Martin's past jobs exposed him to the challenges and opportunities inherent in a disruptive technology platform. Prior to joining Qordoba, he spent five years at Conversica, an artificial intelligence (AI) platform that acts as a "human" sales assistant who qualifies leads. Most recently he was vice president of sales for the company. During his time at Conversica, he was also regional vice president of strategic accounts, director of enterprise sales and director of business development.

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