

SCORING THE 2025

Forbes World's Most Influential CMOs

Measuring Influence Across Industries



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INTRODUCTION

The nature of a CMO's influence on the brands and businesses they help steward can look different from one industry to the next.

In this year's Sprinklr companion report to the 2025 Forbes World's Most Influential CMOs list, we provide industry-by-industry comparisons and benchmarks. To protect the integrity of the scoring process, we are sharing only a slice of the indicators that informed this year's scoring, and are focusing on the three dimensions of the scoring process powered by Sprinklr data.

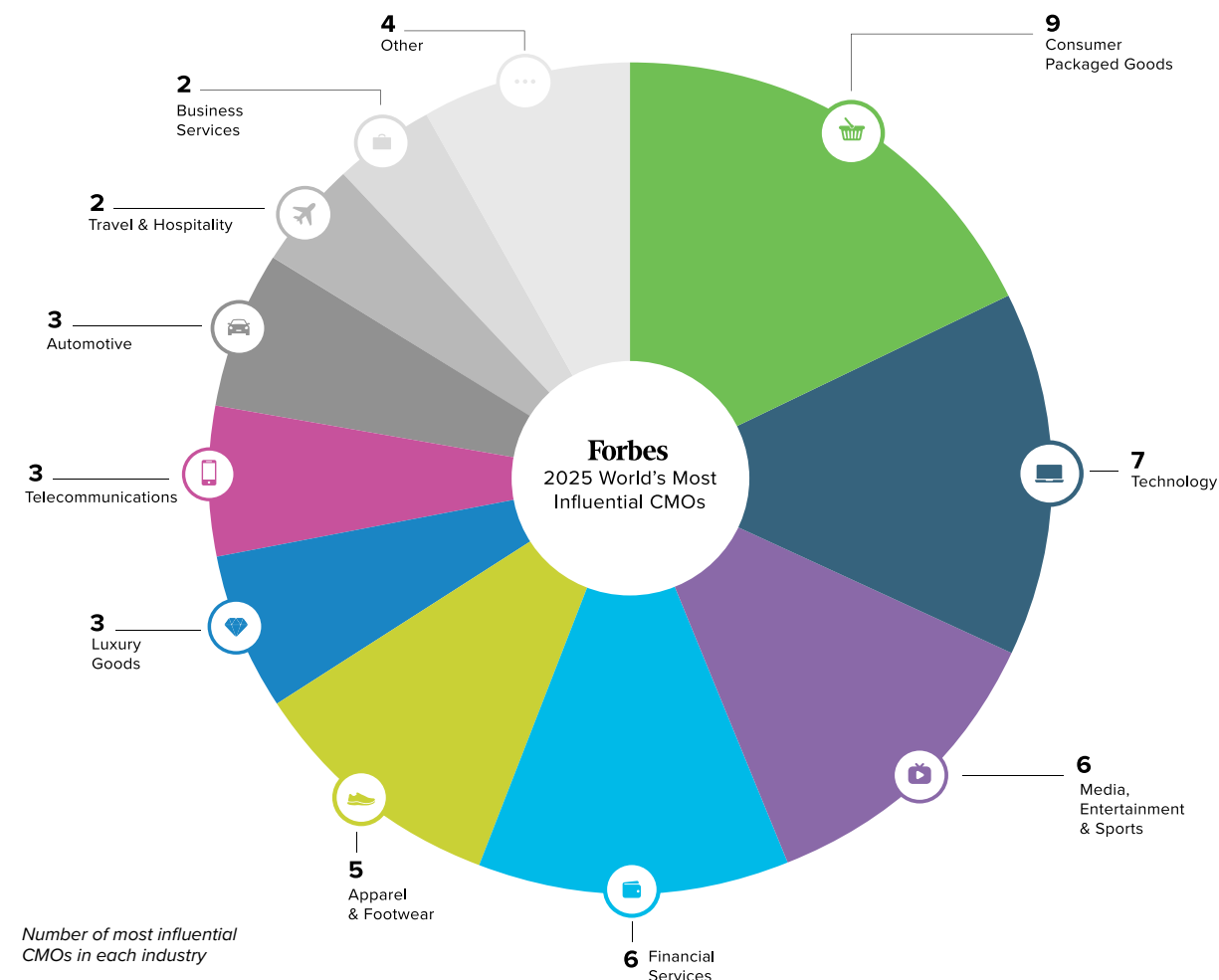
While the 50 CMOs recognized on this year's list come from more than a dozen different industries, our report will consider benchmarks across seven, each of which has multiple CMOs represented on the 2025 list.

- Apparel & Footwear
- Consumer Packaged Goods
- Financial Services
- Luxury Goods
- Media, Entertainment & Sports
- Technology
- Telecommunications

These CMOs set the standard for marketing leadership across these seven industries. To put the performance of the most influential CMOs in context, we also provide benchmarks that are based on the aggregate performance of a cross-section of other global brands and CMOs that were scored, but which did not make the top 50. For details on the full dataset of brands considered and scored, see the methodology section.

The Forbes World's Most Influential CMOs by Industry

The world's most influential CMOs come from more than a dozen different industries



The Forbes World's Most Influential CMOs 2025

[Linked CMOs](#) are featured in this report.

RANK	NAME	BRAND	RANK	NAME	BRAND
1	Marian Lee	Netflix	26	Vineet Mehra	Chime
2	Chris Davis	New Balance	27	Ariel Kelman	Salesforce
3	Asmita Dubey	L'Oréal Groupe	28	Nikki Neuburger	Lululemon Athletica
4	Marcel Marcondes	AB InBev	29	Don McGuire	Qualcomm
5	David Sandström	Klarna	30	Juan Manuel Cendoya	Santander
6	Asad Ayaz	The Walt Disney Company	31	Jim Mollica	Bose
7	Tim Ellis	National Football League	32	Kellyn Smith Kenny	AT&T
8	Kofi Amoo-Gottfried	DoorDash	33	Shubhramshu Singh	Tata Motors, Commercial Vehicles
9	Colin Fleming	ServiceNow	34	Phil Cook	WNBA
10	Lennard Hoornik	Jaguar Land Rover	35	Lorenzo Bertelli	Prada Group
11	Claudine Cheever	Amazon	36	Takeshi Numoto	Microsoft
12	Andréa Mallard	Pinterest	37	Todd Kaplan	The Kraft Heinz Company
13	Frank Cooper III	Visa	38	Fabiola Torres	Gap Inc.
14	Zach Kitschke	Canva	39	Mike Katz	T-Mobile
15	Noel Mack	Gymshark	40	Ulrich Klenke	Deutsche Telekom
16	Michelle Graham-Clare	McDonald's	41	Nicole Parlapiano	Tubi
17	Charlie Smith	Loewe	42	Jill Kramer	Accenture
18	Cristina Diezhandino	Diageo	43	Sofia Colucci	Molson Coors
19	Nicole Graham	Nike	44	Will Brass	Premier League
20	Manuel (Manolo) Arroyo	The Coca-Cola Company	45	Bernd Körber	BMW
21	Mathilde Delhoume	LVMH	46	Lisa McKnight	Mattel, Inc.
22	Esi Eggleston Bracey	Unilever	47	Elizabeth Rutledge	American Express
23	Mark Weinstein	Hilton	48	Mayur Gupta	Kraken
24	Sumit Virmani	Infosys	49	Patricia Corsi	Kimberly-Clark
25	Marc Speichert	Four Seasons Hotels and Resorts	50	Jill Hazelbaker	Uber

The Forbes World's Most Influential CMOs: Headquarters by Country

AUSTRALIA

Canva

BELGIUM

AB InBev

CANADA

Four Seasons Hotels and Resorts
Lululemon Athletica

FRANCE

L'Oréal Groupe
LVMH

GERMANY

BMW
Deutsche Telekom

INDIA

Infosys
Tata Motors, Commercial Vehicles

ITALY

Prada Group

IRELAND

Accenture

SPAIN

Loewe
Santander

SWEDEN

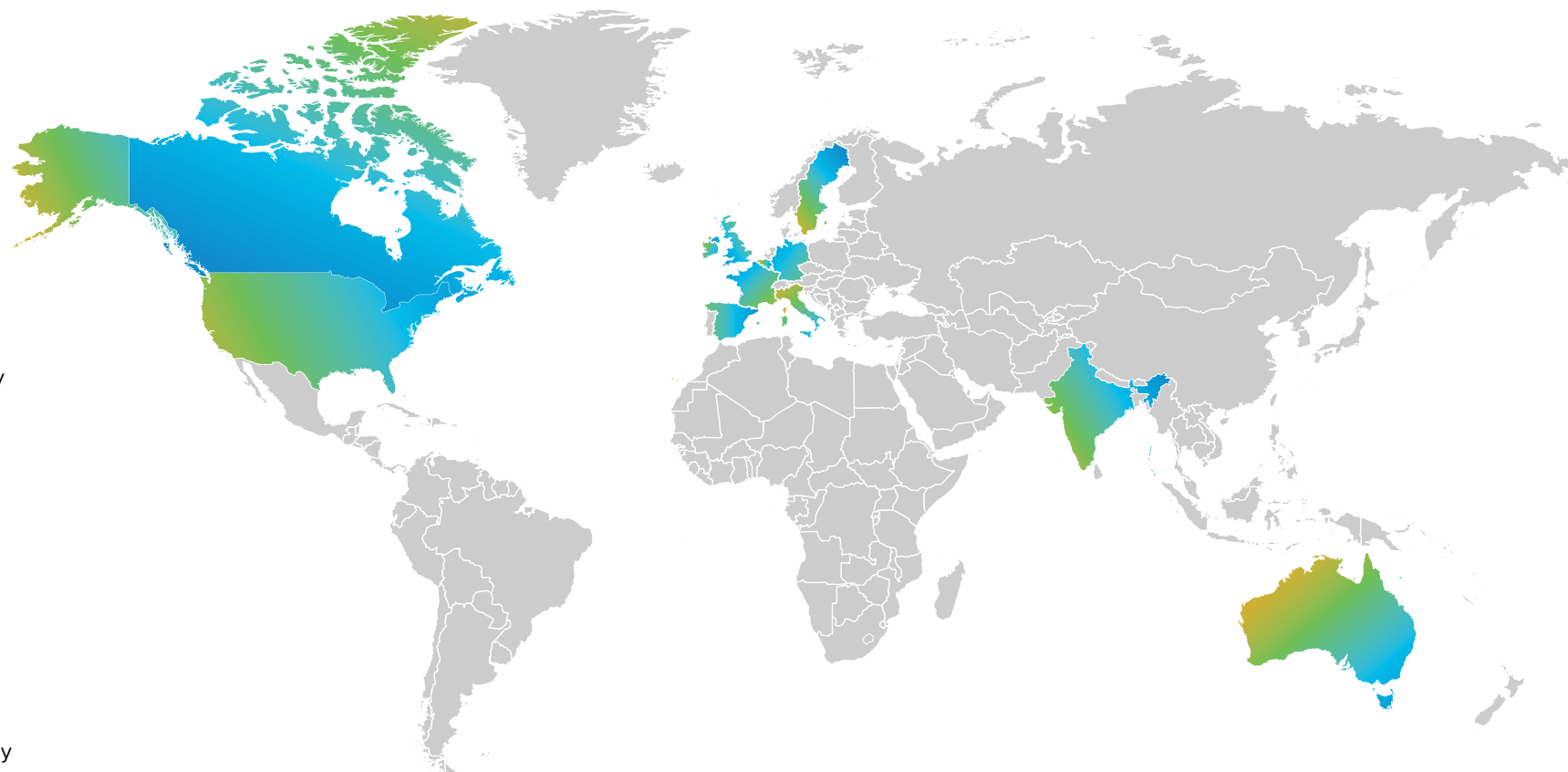
Klarna

UK

Diageo
Gymshark
Jaguar Land Rover
Premier League
Unilever

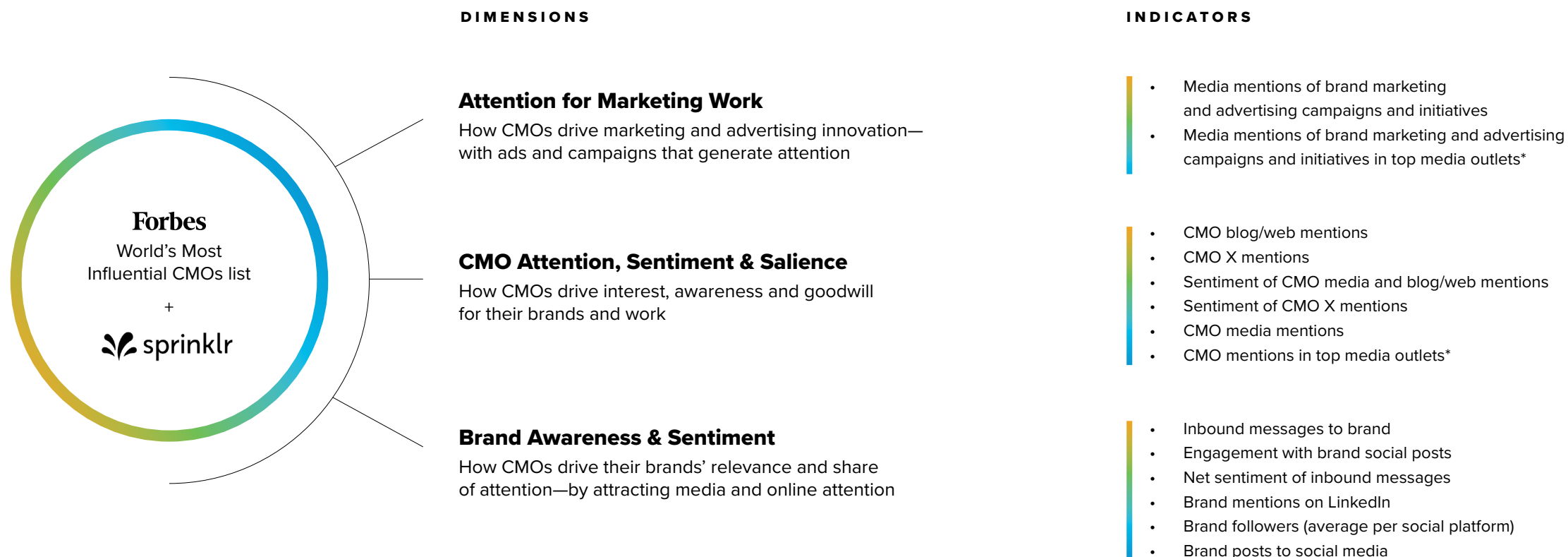
USA

Amazon
American Express
AT&T
Bose
Chime
The Coca-Cola Company
DoorDash
Gap Inc.
Hilton
Kimberly-Clark
The Kraft Heinz Company
Kraken
Mattel, Inc.
McDonald's
Microsoft
Molson Coors
Netflix
New Balance
National Football League
Nike
Pinterest
Qualcomm
Salesforce
ServiceNow
The Walt Disney Company
T-Mobile
Tubi
Uber
Visa
WNBA



The Dimensions of Influence

This report spotlights three of the five dimensions of influence that were scored as part of developing the 2025 *Forbes World's Most Influential CMOs* list.



The full scoring and ranking process included two additional dimensions: CMO Community Visibility and Financial Performance. See the [methodology note at the end of this report](#) for details on the indicators included in those dimensions. All indicators are quantitative indicators (i.e. volume metrics) unless otherwise noted. Indicators and dimensions are not weighted equally. The specific balance of indicators remains confidential to preserve the integrity of future lists.

*Mentions in top media outlets were calculated from a curated list of 249 media outlets that are widely cited in roundups of key industry or trade publications, or that are members of the Epica awards jury.

DIMENSION

ATTENTION FOR MARKETING WORK

The marketing output of the most influential CMOs not only influences the audiences their brands are trying to reach, but also captures the attention of the marketing and business community, and attracts media coverage for their work.

We highlight the performance of one influential CMO and brand in each industry by comparing their performance to other top global brands, based on the aggregate performance of all brands scored across all industries.

MARIAN LEE

Chief Marketing Officer

Netflix

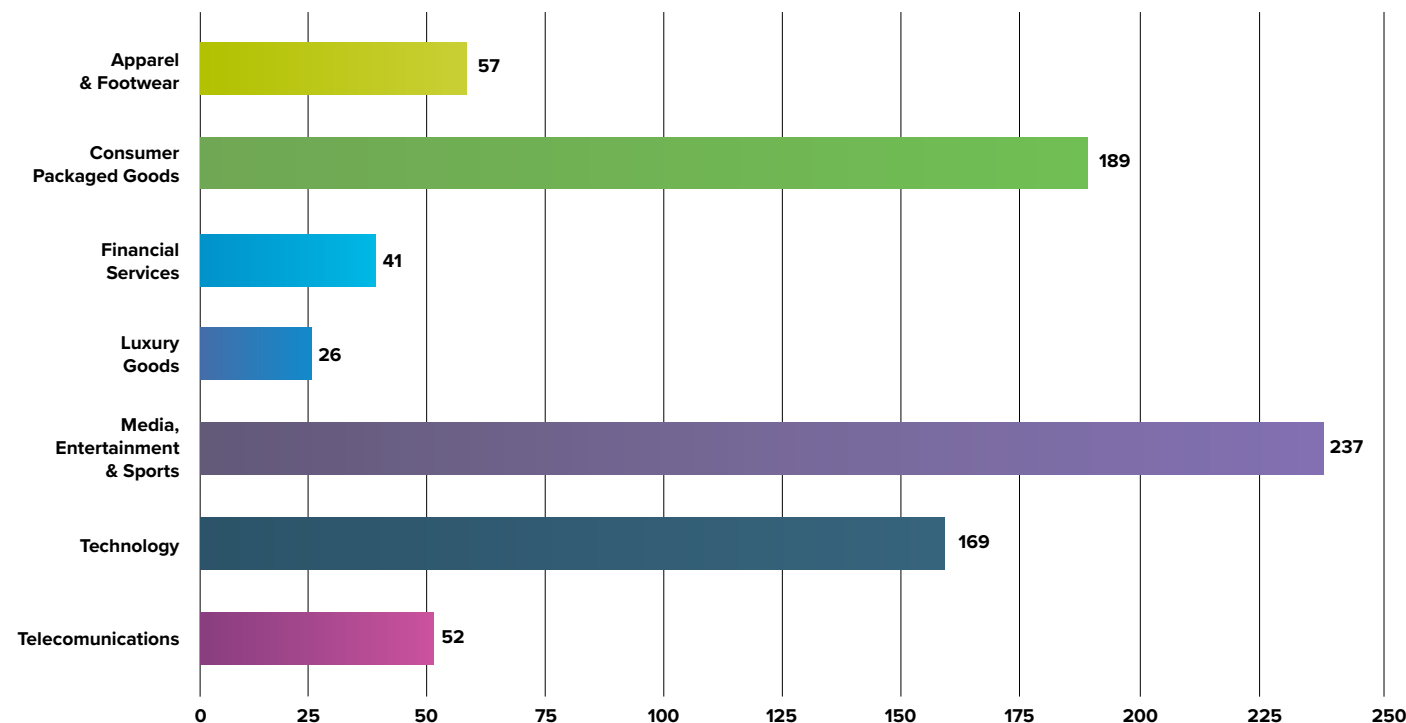
In role since 2022

Netflix's marketing efforts attract more coverage in top media outlets than 98% of global brands across all industries.



Media coverage of marketing efforts across industries

Median volume of media mentions of marketing efforts led by the most influential CMOs across industries



DIMENSION

CMO ATTENTION, SENTIMENT & SALIENCE

To assess how a CMO personally builds awareness of their work, and for their brands and companies, we measure six different indicators that include metrics based on print and broadcast media coverage, online platform mentions and the sentiment of both media and online mentions.

One of these indicators is the volume of media attention paid to each CMO. Across all industries combined, the most influential CMOs garner more than five times as much media attention as other CMOs.

We highlight the performance of one influential CMO and brand in each industry by comparing their performance to other top global brands, based on the aggregate performance of all brands scored across all industries.

KOFI AMOO-GOTTFRIED

Chief Marketing Officer

DoorDash

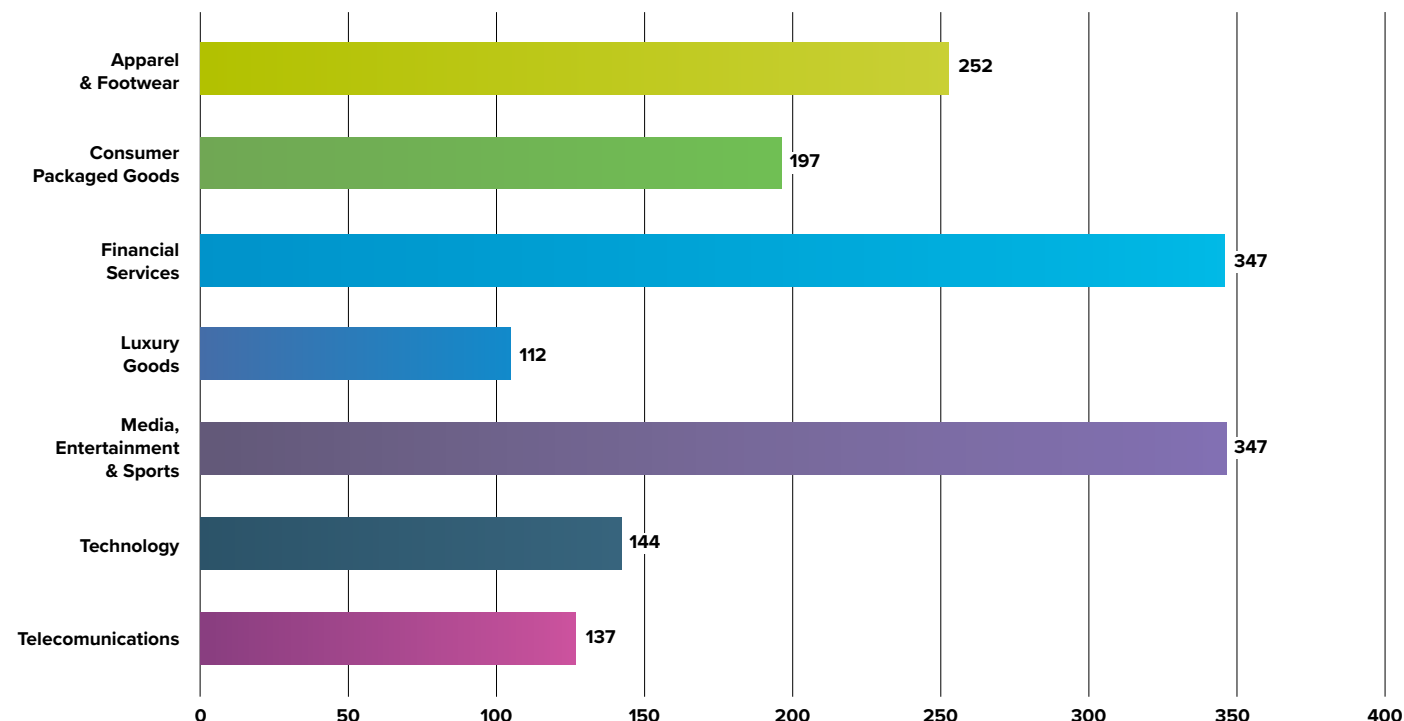
In role since 2022

DoorDash's Kofi Amoo-Gottfried is mentioned in top media outlets more often than 97% of CMOs across all industries.



CMO media coverage by industry

Median volume of media coverage for the most influential CMOs in selected industries



DIMENSION

BRAND AWARENESS & SENTIMENT

To measure CMO success in driving brand awareness and sentiment, we measure six different indicators of engagement, attention and sentiment. This includes the volume and sentiment of incoming social messages, activity and engagement on brand posts, and the number of followers a brand attracts across multiple social platforms.

The average number of followers that a brand attracts on each of its social platforms is one key indicator of brand awareness.

We highlight the performance of one influential CMO and brand in each industry by comparing their performance to other top global brands, based on the aggregate performance of all brands scored across all industries.

MICHELLE GRAHAM-CLARE

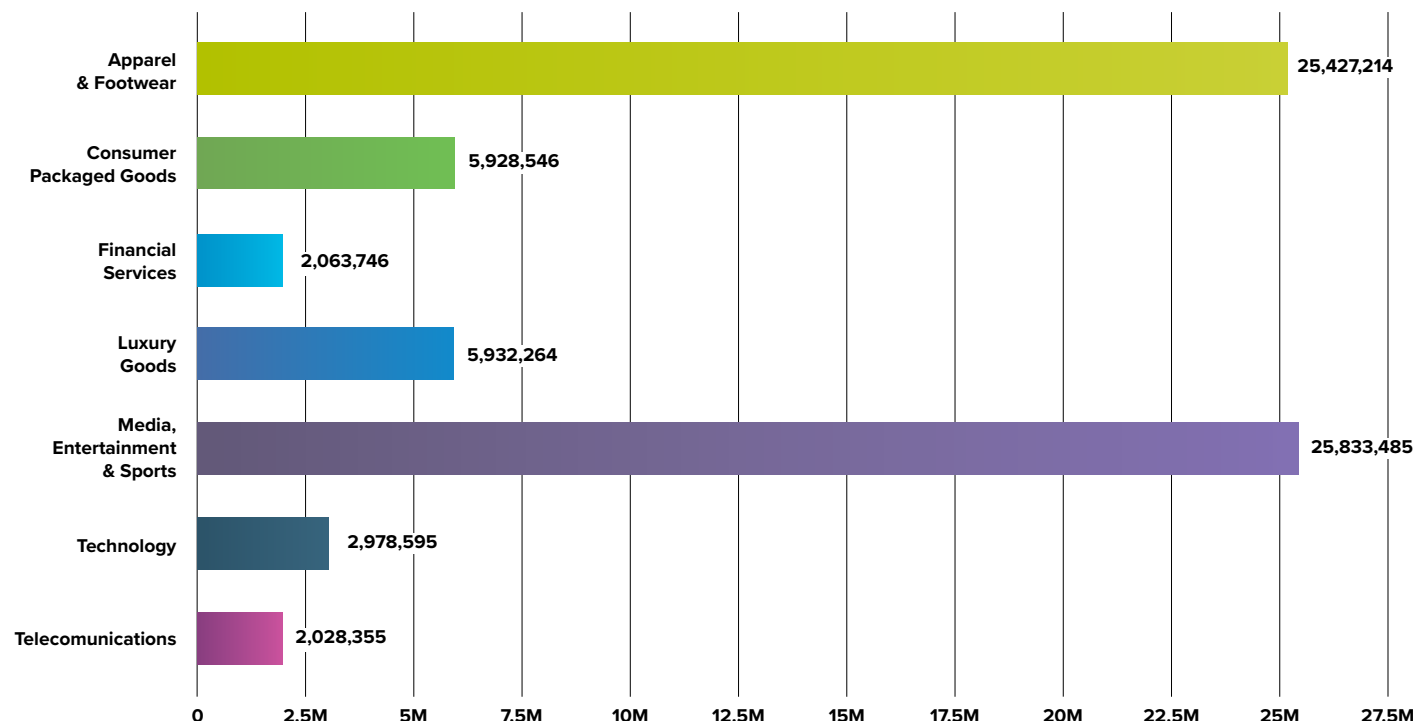
Chief Marketing Officer & Corporate Vice President, International Operating Markets
McDonald's
In role since 2025

McDonald's is in the top 4% of brands across all industries when it comes to the average number of followers per platform.



Social platform followers across industries

Average number of social media followers per platform across industries for brands led by the most influential CMOs





Apparel & Footwear



DIMENSION

ATTENTION FOR MARKETING WORK

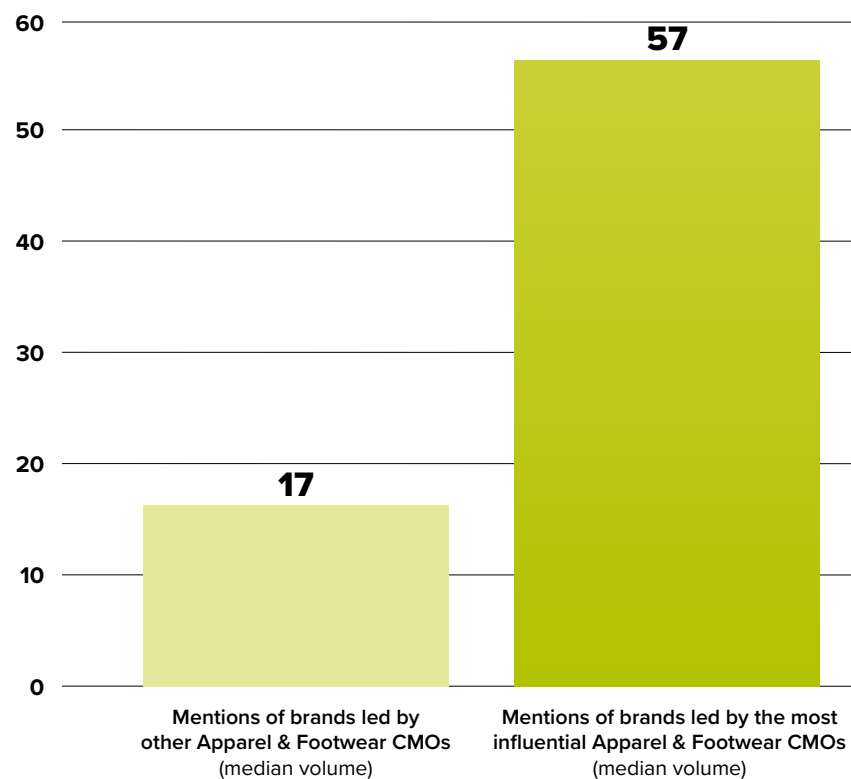
This dimension measures the attention a brand's marketing efforts garner in the world's top media outlets, relative to the baseline volume of mentions for its marketing efforts across all news media.

The marketing efforts led by the most influential Apparel & Footwear CMOs garner more than 3x as much media coverage in top outlets as the efforts of other CMOs in the industry.

Apparel & Footwear brands

Media coverage of marketing efforts

Median mention volume in top media outlets, 2024-25



NICOLE GRAHAM

Executive Vice President &
Chief Marketing Officer

Nike

In role since 2024

Nike is in the top 7% of global brands across industries when it comes to earning media attention for its marketing efforts in leading media outlets.



DIMENSION

CMO ATTENTION, SENTIMENT & SALIENCE

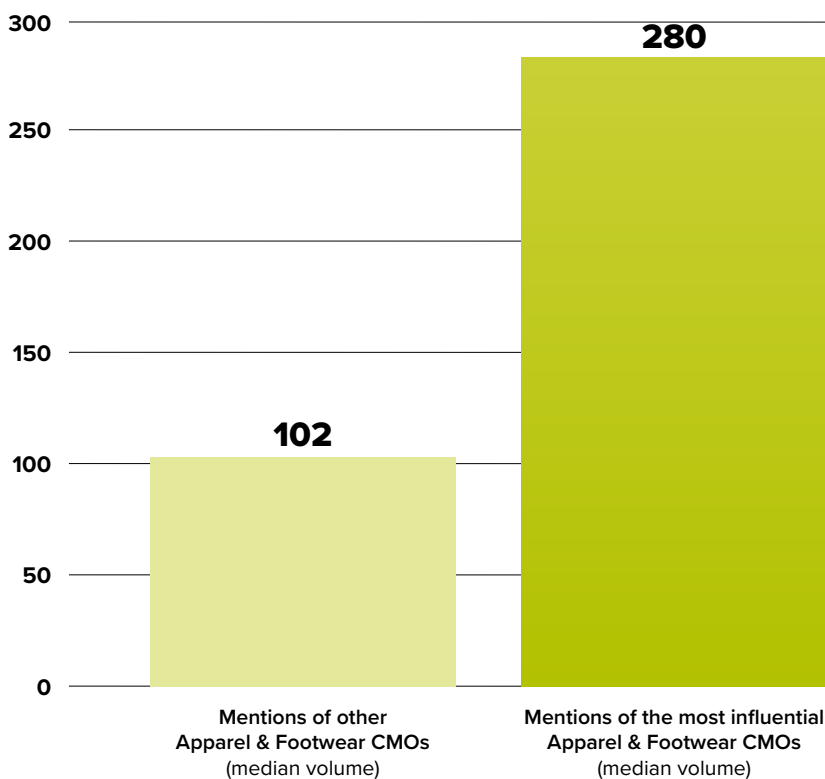
This dimension measures how a CMO personally builds awareness of their work and for their brand. One of the six weighted indicators is the volume of media attention paid to each CMO.

The most influential Apparel & Footwear CMOs get 2.5x as much media coverage as other CMOs in the industry.

Apparel & Footwear brands

Media coverage of CMOs

Median mention volume, 2024-25



FABIOLA TORRES

Global Chief Marketing Officer, Gap
Gap, Inc.

In role since 2024

Torres earns more media
attention than 96% of Apparel
& Footwear CMOs.



DIMENSION

BRAND AWARENESS & SENTIMENT

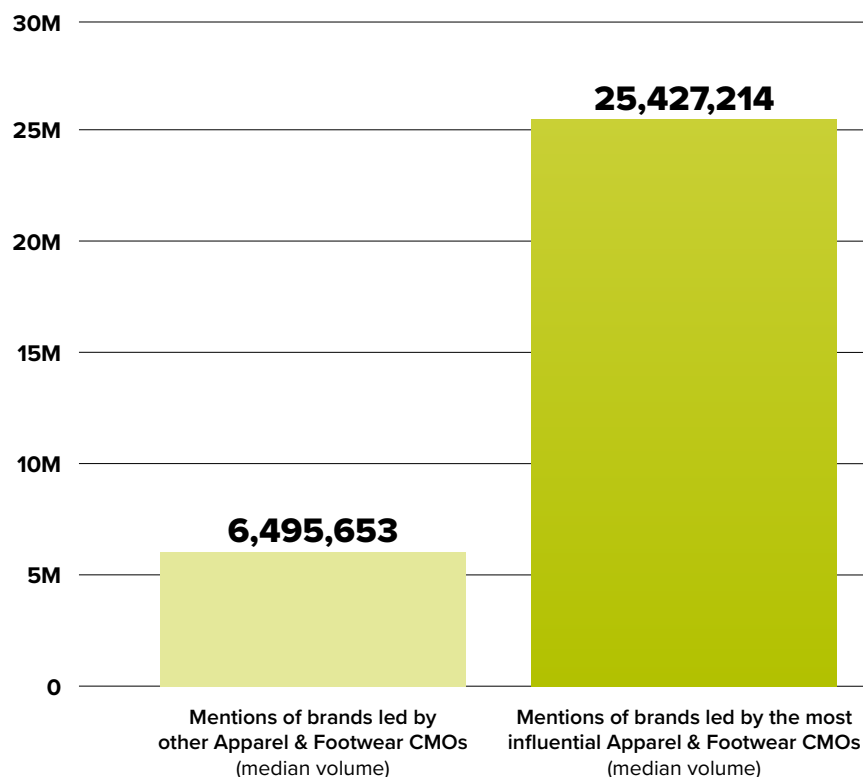
This dimension measures CMO success in driving brand awareness and sentiment. We draw on six different indicators of engagement, attention and sentiment, one of which is the average number of followers that a brand attracts on each of its social platforms.

The brands led by **the most influential CMOs** have almost **4x as many social platform followers** as brands led by other Apparel & Footwear CMOs.

Apparel & Footwear brands

Average followers per social platform

Average number of social media followers per platform for individual brands as of April 2025



NOEL MACK

Chief Brand Officer

Gymshark

In role since 2018

Gymshark's social media followers engage with its social media posts more than 6x as much as followers of other brands scored across all industries.



Consumer Packaged Goods



DIMENSION

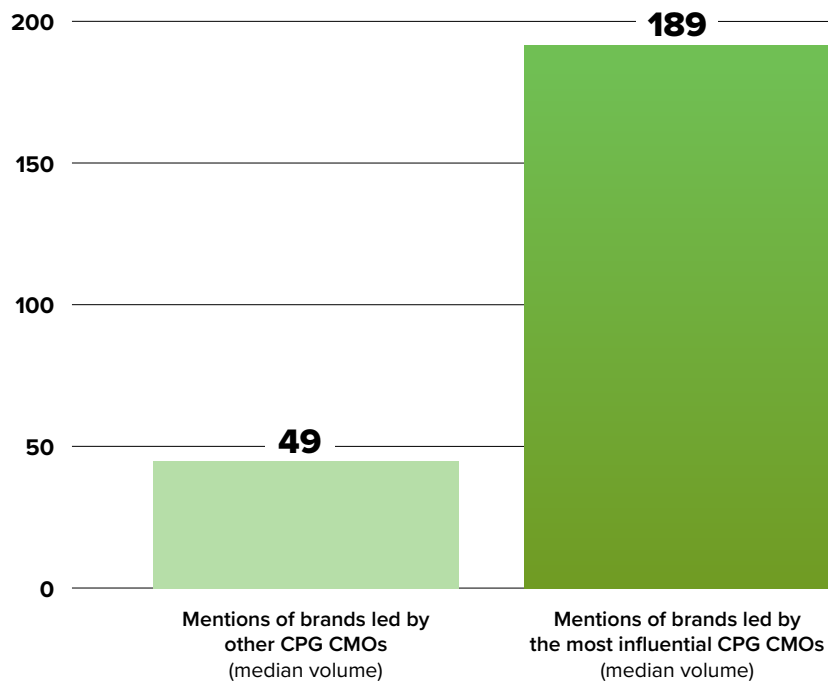
ATTENTION FOR MARKETING WORK

This dimension measures the attention a brand's marketing efforts garner in the world's top media outlets, relative to the baseline volume of mentions for its marketing efforts across all news media.

The marketing efforts led by influential CPG CMOs get covered by top media outlets nearly 4x as often as those led by other CPG CMOs.

Consumer Packaged Goods brands Media coverage of marketing efforts

Median mention volume in top media outlets, 2024-25



ESI EGGLESTON BRACEY

Chief Growth & Marketing Officer
Unilever

In role since 2024

Unilever is in the the top 3% of global brands across industries when it comes to earning media attention for its award-winning marketing efforts.



DIMENSION

CMO ATTENTION, SENTIMENT & SALIENCE

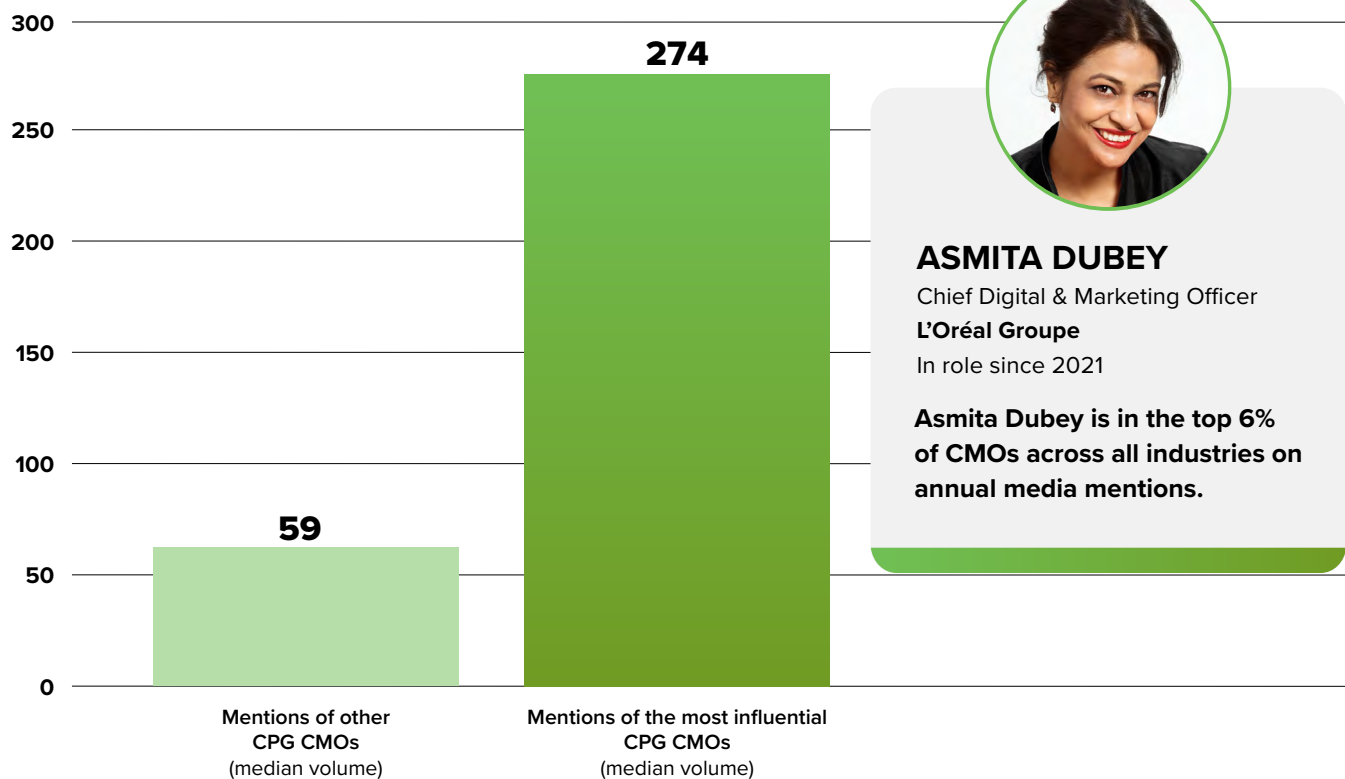
This dimension measures how a CMO personally builds awareness of their work and for their brand. One of the six weighted indicators is the volume of media attention paid to each CMO.

The most influential CPG CMOs garner over 4.5x as much media coverage as other CMOs in the industry.

Consumer Packaged Goods brands

Media coverage of CMOs

Median mention volume, 2024-25





DIMENSION

BRAND AWARENESS & SENTIMENT

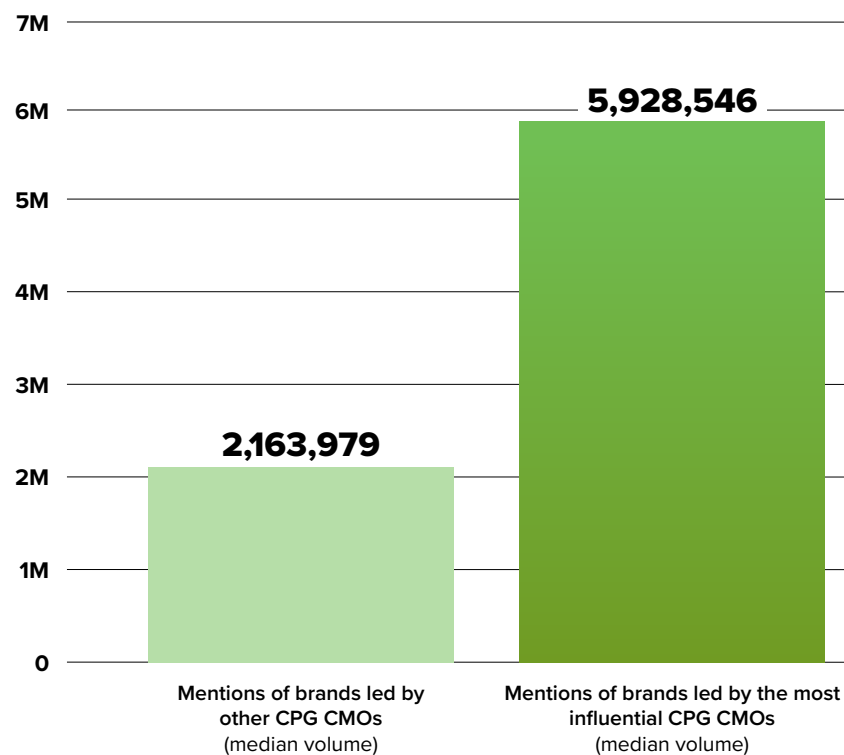
This dimension measures CMO success in driving brand awareness and sentiment. We draw on six different indicators of engagement, attention and sentiment, one of which is the average number of followers that a brand attracts on each of its social platforms.

The most influential CPG CMOs lead brands that have more than **2.5x** as many social platform followers as other CPG brands.

Consumer Packaged Goods brands

Average followers per social platform

Average number of social media followers per platform for individual brands as of April 2025



MANUEL (MANOLO) ARROYO

Executive Vice President &
Global Chief Marketing Officer
The Coca-Cola Company
In role since 2019

Coca-Cola ranks in the top 3% of global brands across industries for social media followers per platform.



Financial Services



DIMENSION

ATTENTION FOR MARKETING WORK

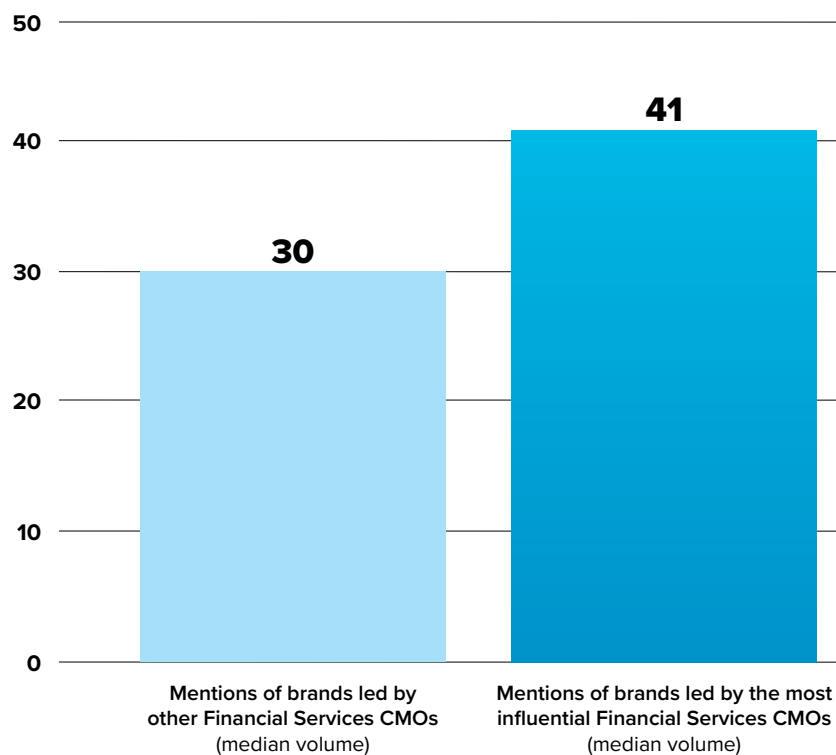
This dimension measures the attention a brand's marketing efforts garner in the world's top media outlets, relative to the baseline volume of mentions for its marketing efforts across all news media.

The most influential Financial Services CMOs see their marketing efforts covered by top media outlets 35% more often than other Financial Services CMOs.

Financial Services brands

Media coverage of marketing efforts

Median mention volume in top media outlets, 2024-25



ELIZABETH RUTLEDGE

Chief Marketing Officer

American Express

In role since 2018

Led by Rutledge, American Express is in the top 10% of global brands across industries when it comes to earning media attention for its marketing work.



DIMENSION

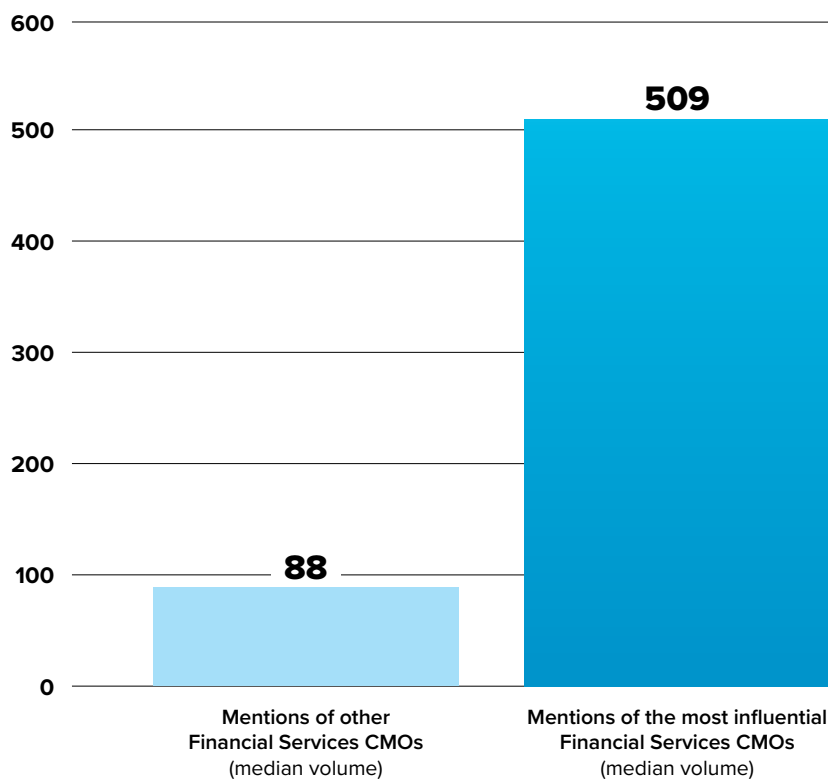
CMO ATTENTION, SENTIMENT & SALIENCE

This dimension measures how a CMO personally builds awareness of their work and for their brand. One of the six weighted indicators is the volume of media attention paid to each CMO.

The most influential Financial Services CMOs get nearly 6x as much media coverage as other CMOs in the industry.

Financial Services brands Media coverage of CMOs

Median mention volume, 2024-25



JUAN MANUEL CENDOYA

Global Head of Communications,
Corporate Marketing & Research,
and Vice Chair

Santander

In role since 2001

**Santander's Juan Manuel
Cendoya earns more media
coverage than 97% of CMOs
across all industries.**

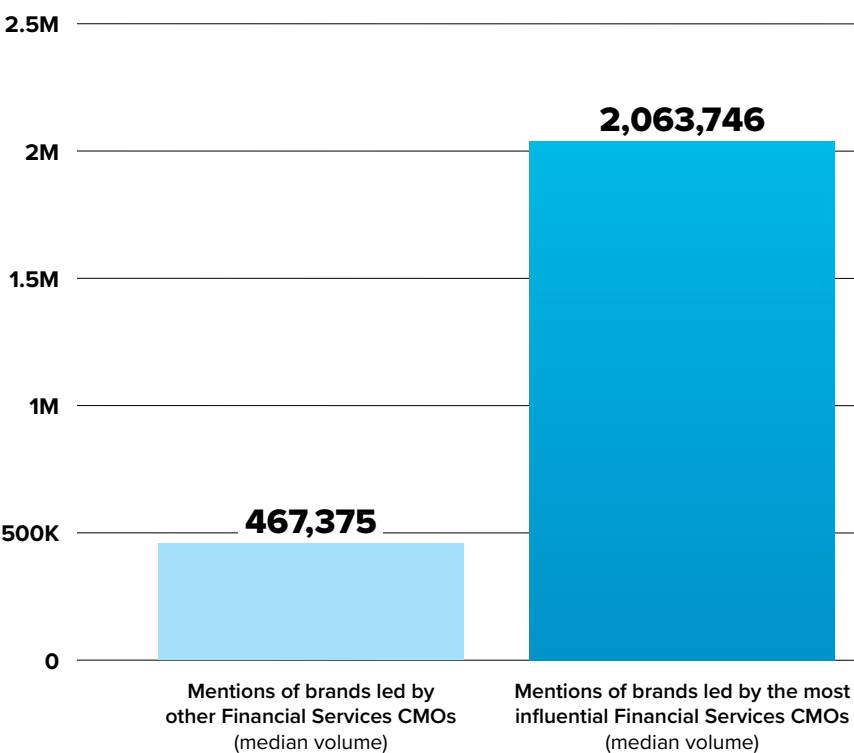
DIMENSION

BRAND AWARENESS & SENTIMENT

This dimension measures CMO success in driving brand awareness and sentiment. We draw on six different indicators of engagement, attention and sentiment, one of which is the average number of followers that a brand attracts on each of its social platforms.

The brands led by the most influential Financial Services CMOs attract over 4x as many social platform followers as other Financial Services brands.

Financial Services brands
Average followers per social platform
Average number of social media followers per platform for individual brands as of April 2025



FRANK COOPER III
Chief Marketing Officer
Visa
In role since 2022

Visa has more social media followers per platform than the average of any other Financial Services brand.



Luxury Goods



DIMENSION

ATTENTION FOR MARKETING WORK

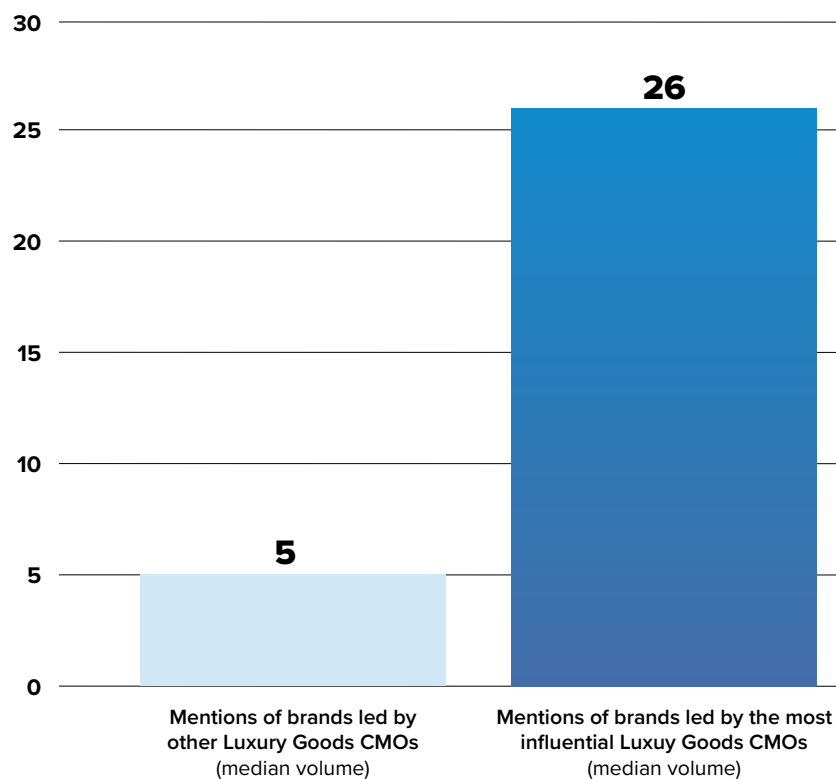
This dimension measures the attention a brand's marketing efforts garner in the world's top media outlets, relative to the baseline volume of mentions for its marketing efforts across all news media.

The most influential Luxury Goods CMOs see their marketing efforts covered by top media outlets almost 5x as often as other Luxury Goods CMOs.

Luxury Goods brands

Media coverage of marketing efforts

Median mention volume in top media outlets, 2024-25



LORENZO BERELLI

Group Marketing Director &
Head of Corporate Social Responsibility
Prada Group
In role since 2017

Prada's marketing efforts
draw more media attention in
leading media outlets than any
other luxury brand scored.



DIMENSION

CMO ATTENTION, SENTIMENT & SALIENCE

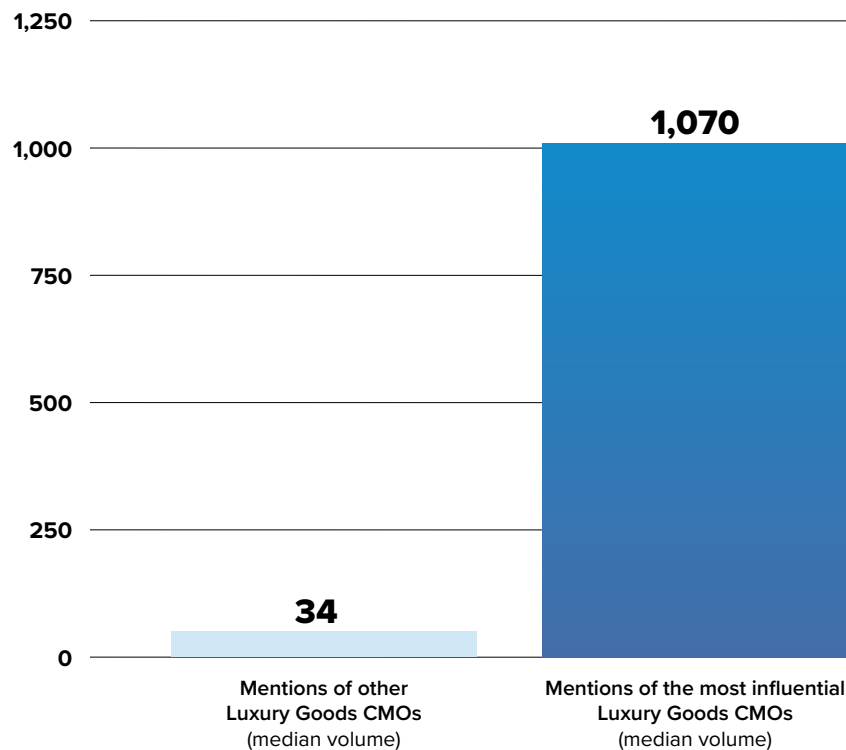
This dimension measures how a CMO personally builds awareness of their work and for their brand. One of the six weighted indicators is the volume of media attention paid to each CMO.

The most influential Luxury Goods CMOs garner over 30x as much media attention as their industry counterparts.

Luxury Goods brands

Media coverage of CMOs

Median mention volume, 2024-25



MATHILDE DELHOUME

Global Brand Officer

LVMH

In role since 2017

Delhoume is in the top 5% of marketing leaders across all industries on annual media mentions.



DIMENSION

BRAND AWARENESS & SENTIMENT

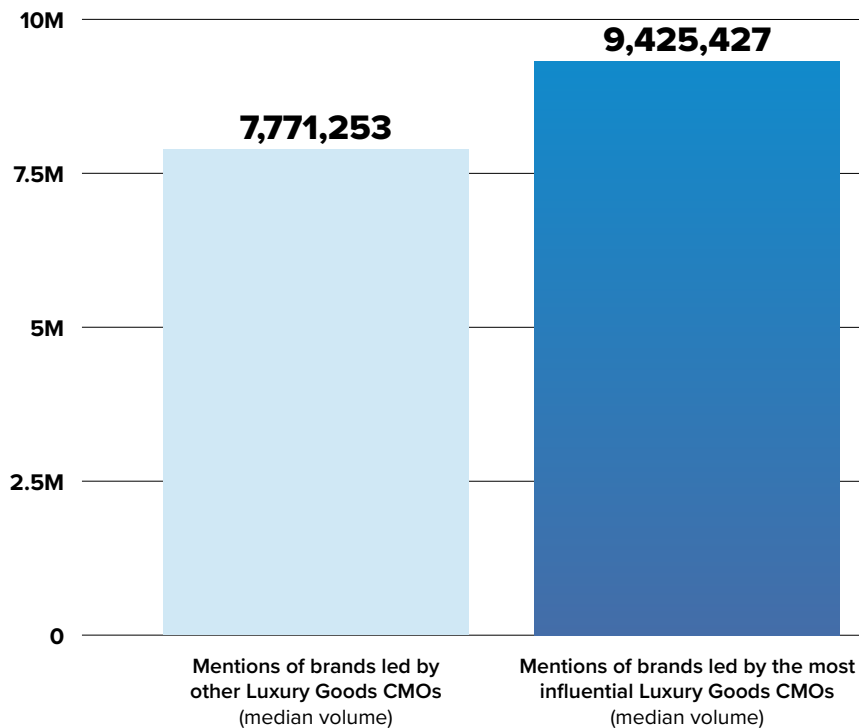
This dimension measures CMO success in driving brand awareness and sentiment. We draw on six different indicators of engagement, attention and sentiment, one of which is the average number of followers that a brand attracts on each of its social platforms.

The **brands led by the most influential Luxury Goods CMOs have 20% more social platform followers** than brands led by other Luxury Goods CMOs.

Luxury Goods brands

Average followers per social platform

Average number of social media followers per platform for individual brands as of April 2025



CHARLIE SMITH

Chief Marketing
& Communication Officer

Loewe

In role since 2022

Loewe's social media followers engage with its social media posts more than 6x as much as followers of other brands scored across all industries.



Media, Entertainment & Sports



DIMENSION

ATTENTION FOR MARKETING WORK

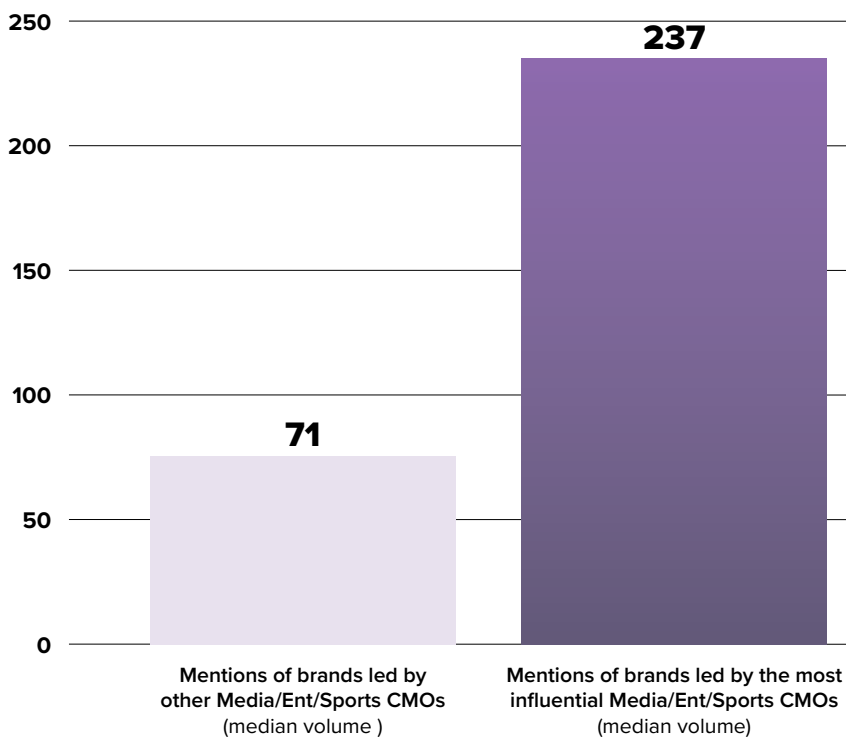
This dimension measures the attention a brand's marketing efforts garner in the world's top media outlets, relative to the baseline volume of mentions for its marketing efforts across all news media.

The marketing efforts led by the most influential Media, Entertainment & Sports CMOs garner nearly 3.5x as much **coverage** in top media outlets as the work of other CMOs in the industry.

Media, Entertainment & Sports brands

Media coverage of marketing efforts

Median mention volume in top media outlets, 2024-25



ASAD AYAZ

Chief Brand Officer

The Walt Disney Company

President, Marketing

The Walt Disney Studios & Disney+

In role since 2023

The Walt Disney Company's marketing efforts draw more media attention in leading media outlets than **98%** of global brands across industries.



DIMENSION

CMO ATTENTION, SENTIMENT & SALIENCE

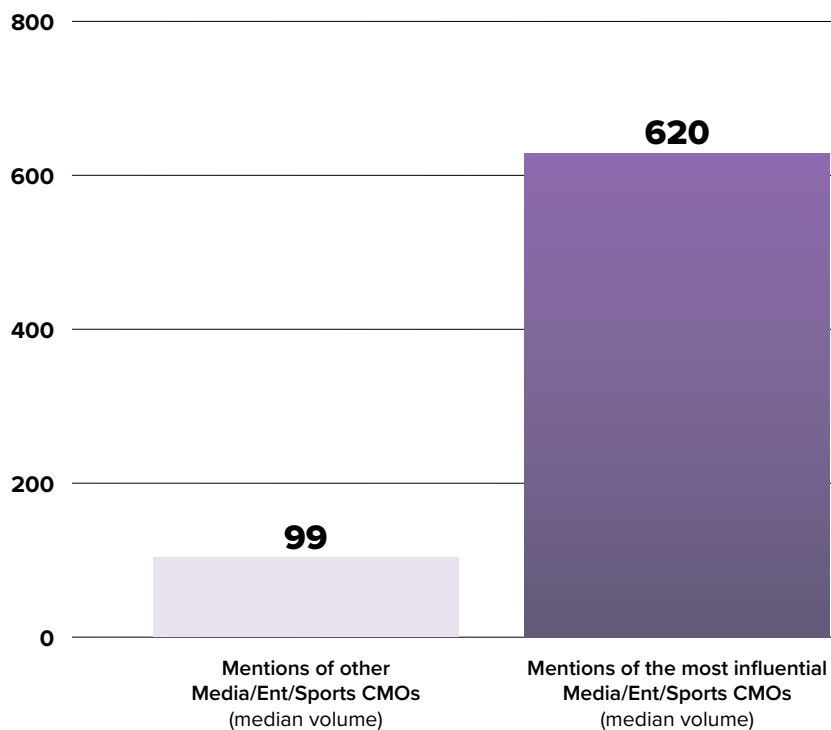
This dimension measures how a CMO personally builds awareness of their work and for their brand. One of the six weighted indicators is the volume of media attention paid to each CMO.

The most influential Media, Entertainment & Sports CMOs garner over 6x the media attention than their industry counterparts.

Media, Entertainment & Sports brands

Media coverage of CMOs

Median mention volume, 2024-25

**TIM ELLIS**

Chief Marketing Officer
National Football League
In role since 2018

The NFL's Tim Ellis appears in news stories more often than 96% of CMOs across all industries.



DIMENSION

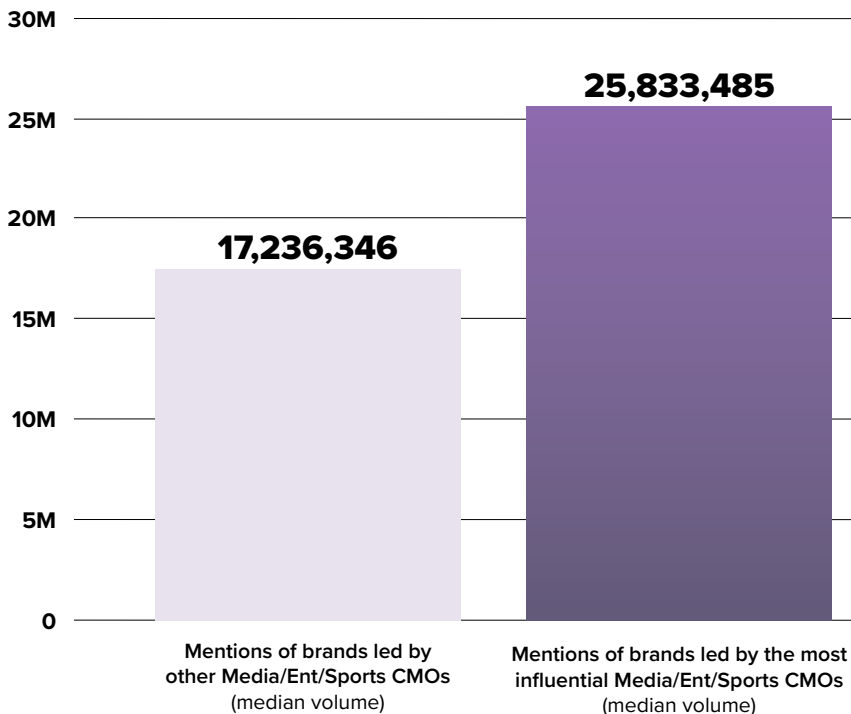
BRAND AWARENESS & SENTIMENT

This dimension measures CMO success in driving brand awareness and sentiment. We draw on six different indicators of engagement, attention and sentiment, one of which is the average number of followers that a brand attracts on each of its social platforms.

The brands led by the most influential Media, Entertainment & Sports CMOs attract 50% more social platform followers than other brands in the industry.

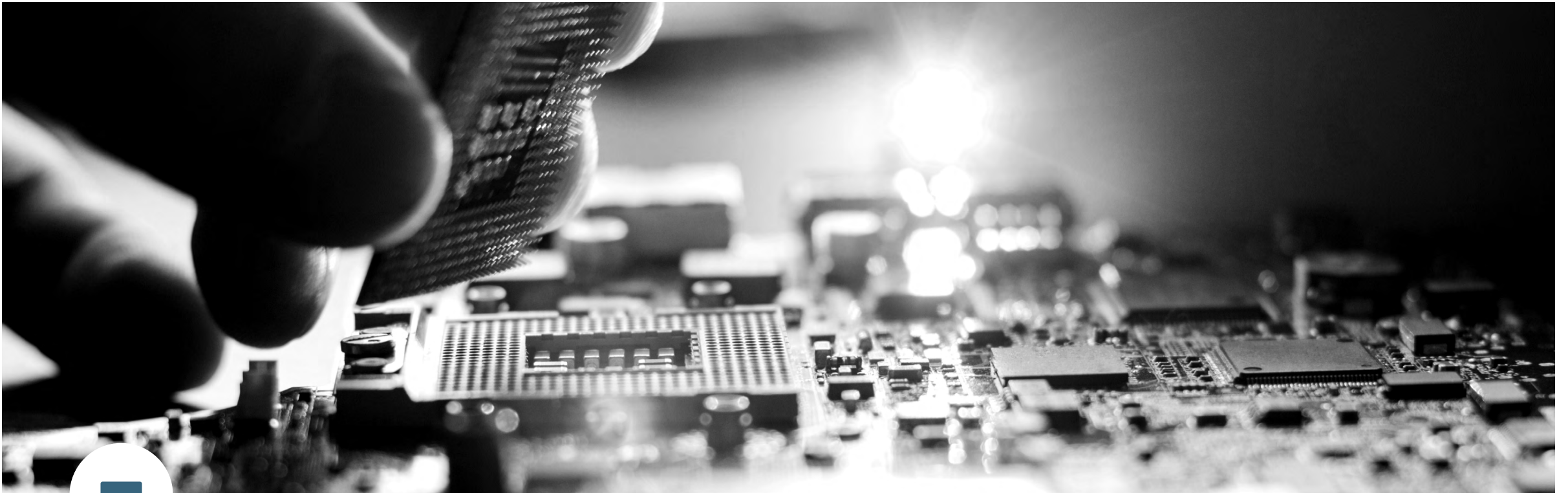
Media, Entertainment & Sports brands Average followers per social platform

Average number of social media followers per platform
for individual brands as of April 2025

**WILL BRASS**

Chief Commercial Officer
Premier League
In role since 2021

The Premier League has more social media followers per platform than 98% of global brands across industries.



Technology



DIMENSION

ATTENTION FOR MARKETING WORK

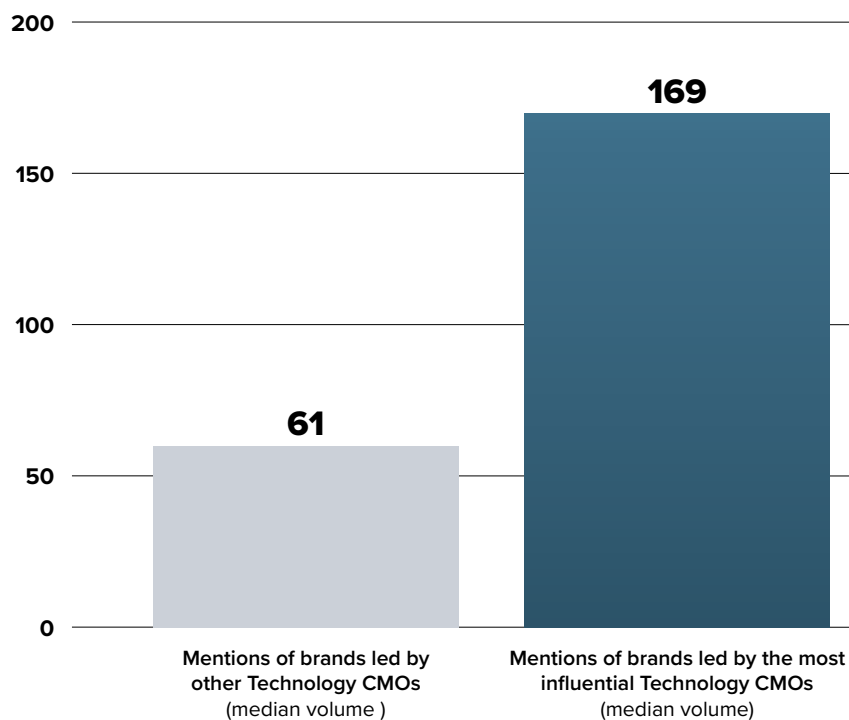
This dimension measures the attention a brand's marketing efforts garner in the world's top media outlets, relative to the baseline volume of mentions for its marketing efforts across all news media.

The most influential Tech CMOs see their marketing efforts covered by top media outlets nearly 3x as often as other Tech CMOs.

Technology brands

Media coverage of marketing efforts

Median mention volume in top media outlets, 2024-25



TAKESHI NUMOTO

Chief Marketing Officer

Microsoft

In role since 2023

Microsoft is in the top 1% of global brands across industries when it comes to earning attention for its marketing efforts in top media outlets.



DIMENSION

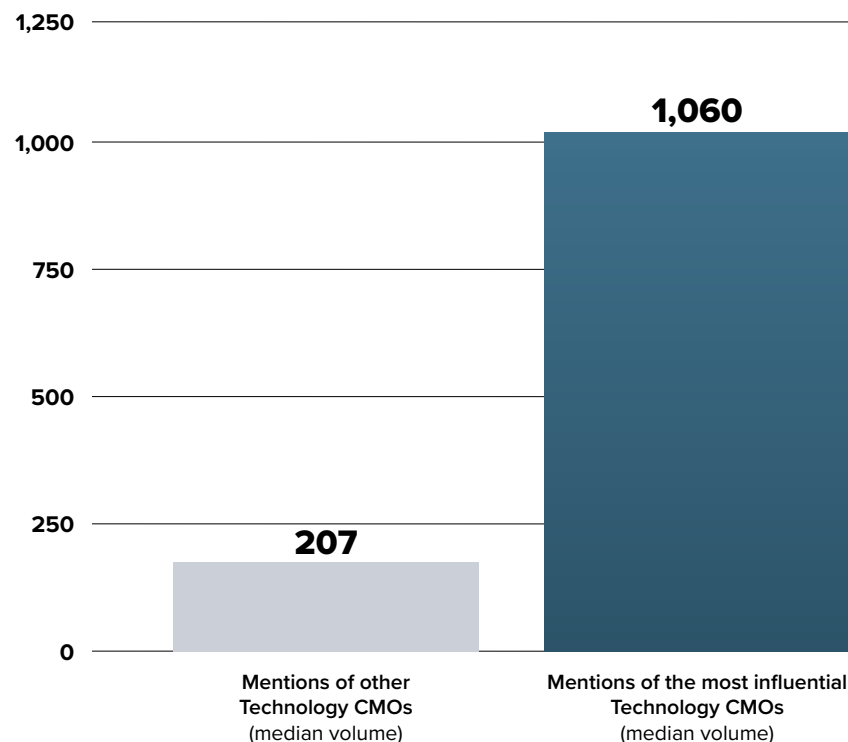
CMO ATTENTION, SENTIMENT & SALIENCE

This dimension measures how a CMO personally builds awareness of their work and for their brand. One of the six weighted indicators is the volume of media attention paid to each CMO.

The most influential Tech CMOs garner over 5x more media attention than their industry counterparts.

Technology brands Media coverage of CMOs

Median mention volume, 2024-25

**ANDRÉA MALLARD**

Chief Marketing
& Communications Officer

Pinterest

In role since 2018

Pinterest's Andréa Mallard earns more media coverage than 5 in 6 CMOs across all industries.



DIMENSION

BRAND AWARENESS & SENTIMENT

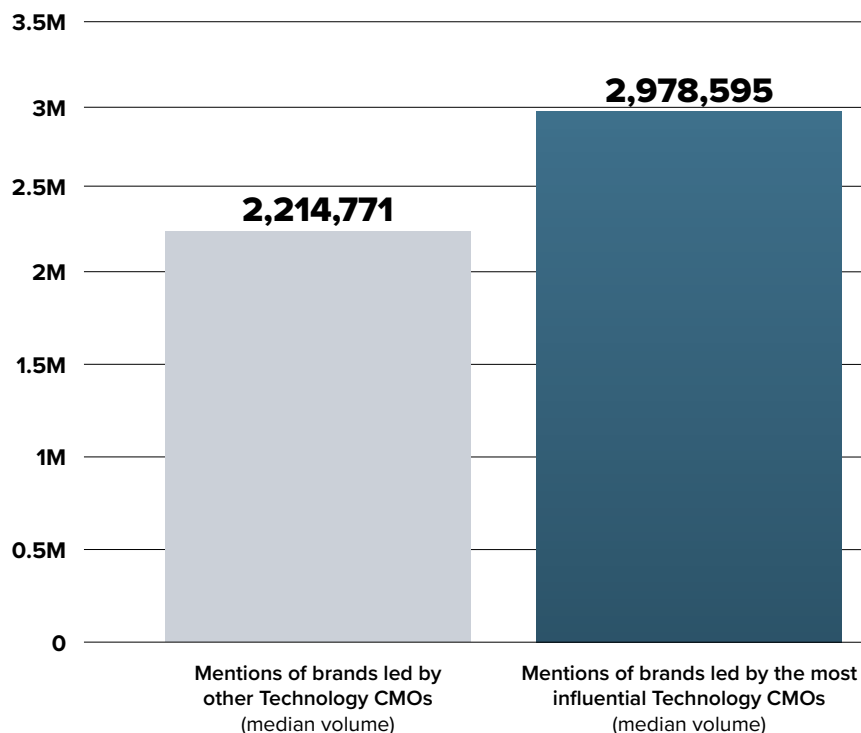
This dimension measures CMO success in driving brand awareness and sentiment. We draw on six different indicators of engagement, attention and sentiment, one of which is the average number of followers that a brand attracts on each of its social platforms.

The brands led by the most influential Tech CMOs have 30% more social platform followers than brands led by other Tech CMOs.

Technology brands

Average followers per social platform

Average number of social media followers per platform for individual brands as of April 2025



ARIEL KELMAN

Chief Marketing Officer

Salesforce

In role since 2023

Salesforce ranks in the top 4% of global brands across industries for positive sentiment in incoming messages on social platforms.



Telecommunications



DIMENSION

ATTENTION FOR MARKETING WORK

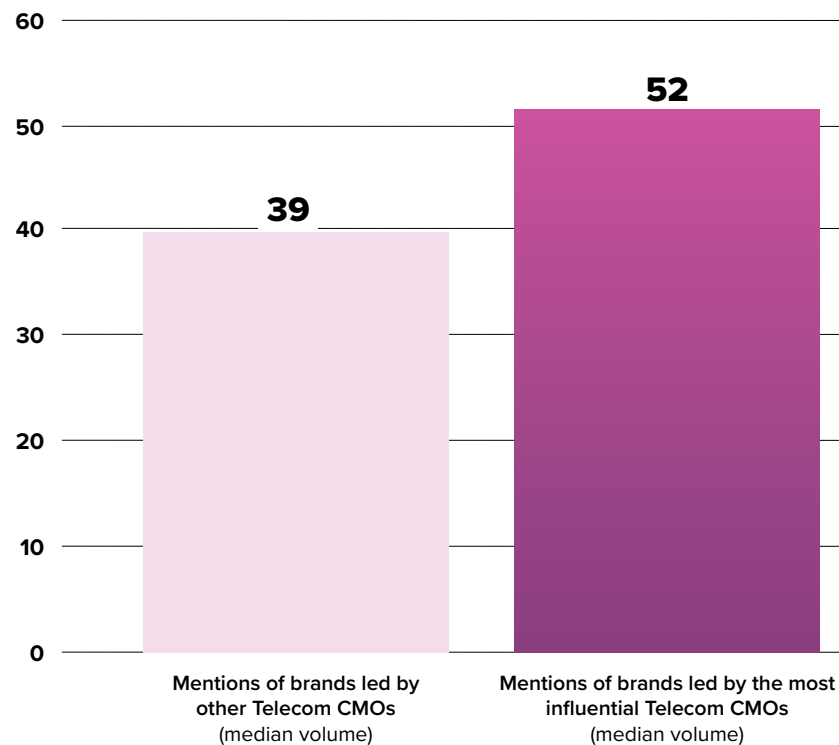
This dimension measures the attention a brand's marketing efforts garner in the world's top media outlets, relative to the baseline volume of mentions for its marketing efforts across all news media.

The marketing efforts led by the most influential Telecommunications CMOs attract **33% more coverage** in top media outlets than the efforts of other Telecommunications CMOs.

Telecommunications brands

Media coverage of marketing efforts

Median mention volume in top media outlets, 2024-25



KELLYN SMITH KENNY

Chief Marketing & Growth Officer

AT&T

In role since 2020

Led by Smith Kenny, AT&T earns more media attention in top media outlets than **87%** of global brands across industries



DIMENSION

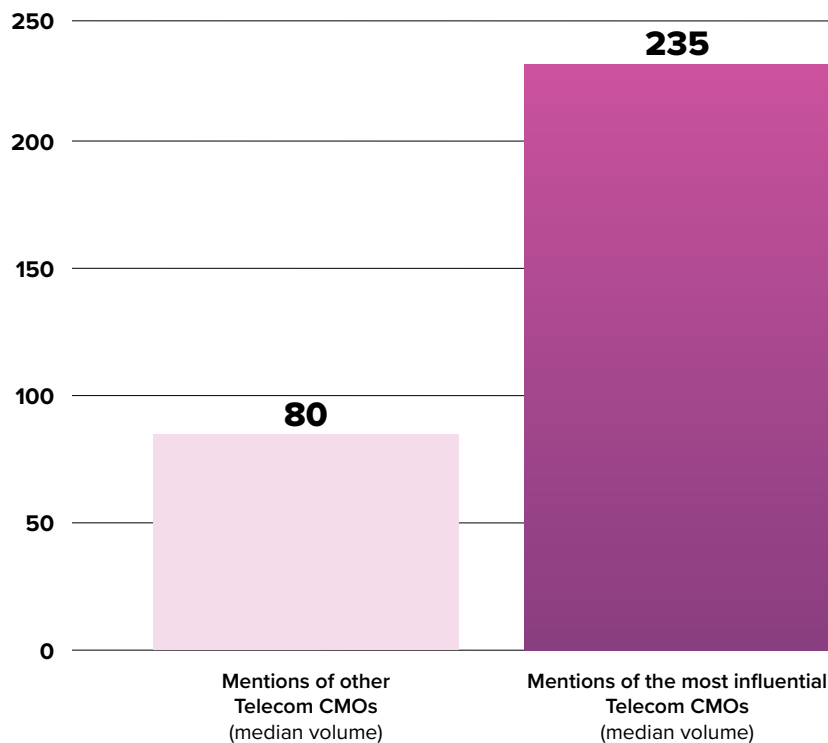
CMO ATTENTION, SENTIMENT & SALIENCE

This dimension measures how a CMO personally builds awareness of their work and for their brand. One of the six weighted indicators is the volume of media attention paid to each CMO.

The most influential Telecommunications CMOs garner almost 3x more media attention than their industry counterparts.

Telecommunications brands Media coverage of CMOs

Median mention volume, 2024-25



ULRICH KLENKE

Chief Brand Officer

Deutsche Telekom

In role since 2020

Deutsche Telekom's Ulrich Klenke earns more media coverage than 93% of marketing leaders across all industries.

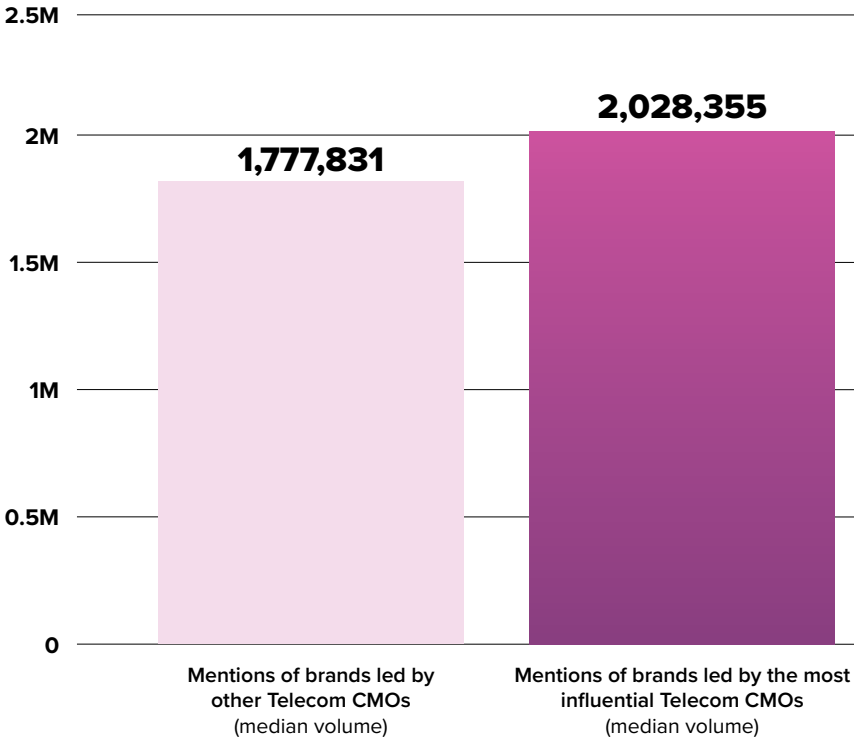
DIMENSION

BRAND AWARENESS & SENTIMENT

This dimension measures CMO success in driving brand awareness and sentiment. We draw on six different indicators of engagement, attention and sentiment, one of which is the average number of followers that a brand attracts on each of its social platforms.

The brands led by the most influential Telecommunications CMOs have an average of 15% more followers per platform than brands led by other Telecommunications CMOs.

Telecommunications brands
Average followers per social platform
Average number of social media followers per platform for individual brands as of April 2025



MIKE KATZ
President of Marketing,
Strategy and Products
T-Mobile
In role since 2022

T-Mobile has more social media followers per platform than 4 in 5 Telecommunications brands.

METHODOLOGY

ABOUT THE SCORING AND RANKING PROCESS

The development of the 2025 Forbes World's Most Influential CMOs list was a multi-stage collaboration between Forbes, Sprinklr and LinkedIn. We analyzed more than 10 billion individual data points to inform a comprehensive and balanced assessment of CMO influence.

1. Eligibility

The process started with an eligible pool of 3,635 brands and companies, in almost all cases determined on the basis of their prior inclusion on one or more of seven lists:

- Forbes Global 2000
- BrandFinance Global 500
- Interbrand Best Global Brands 100
- BrandFinance Apparel
- Comparably top 1000 brands
- Hypebeast
- Selection of top global sports organizations

To determine which of these brands would move forward to further evaluation, we conducted a review of the brands and companies that were likely to be competitive on the strength of brand leadership.

2. Measurement and scoring

We then scored a competitive subset of CMOs and (in companies where no one holds the CMO title) other executive-level marketing leaders. The scoring was based on indicators from the following data sources:

- **Sprinklr Competitive Insights & Benchmarking** provided key metrics on brand performance, used to measure brand attention and salience. This portion of our dataset encompassed a total 10.5 billion brand-related social media shares, likes, reshares, and comments. This data powers the Brand Awareness & Sentiment dimension.

- **Sprinklr Social Listening** data on each individual CMO powered the indicators used to assess attention for marketing work, and to assess CMO attention, sentiment and salience. This portion of the dataset encompassed more than 4.14 million news, blog, web, X (formerly known as Twitter), podcast, and forum mentions about or from eligible CMOs. This data powers the Attention for Marketing Work dimension, and the CMO Attention, Sentiment & Salience dimension.

- **LinkedIn data** powered the indicators used to assess CMO marketing community visibility and influence, as well as a portion of our brand attention and salience dimension. This year LinkedIn measured industry and internal influence by analyzing more than 8.5 million brand mentions along with almost 400,000 CMO post engagements on the platform. The metrics that specifically assessed the engagement of marketing professionals and business decision-makers came from a universe of approximately 180 million LinkedIn members. This data powers the CMO Community Visibility dimension.

3. Qualification and ranking

To put CMO rankings in context, we compiled year-over-year revenue figures for all competitive CMOs at publicly traded companies, considering them individually and by category.

This data powers the Financial Performance dimension. All of this and journalistic judgment informed the ultimate qualification and ranking process that determined the final selection and rankings on this year's list.

Forbes

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