

**Lead Management Innovator Marketo Appoints SaaS Sales Expert Amy Guarino to Direct Alliance Program**

*Alliance Partners Key to Helping Companies Maximize Revenue with Marketo Lead Management*

**SAN MATEO, CA –** February 3, 2009 – [Marketing automation](http://www.marketo.com/) leader Marketo today announced the appointment of Amy Guarino to vice president of business development. Guarino joins the [lead management](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) vendor at a time of rapid growth for the company and new challenges for marketers. Guarino will focus on building new and cultivating existing [Marketo Alliance](http://www.marketo.com/partners/) relationships—marketing agencies, systems integrators, resellers, industry experts and technology leader—to extend the company’s reach and help marketers meet their revenue goals.

“Marketers rely on a broad network of service and solution providers to help them drive maximum value from marketing spend,” said Phil Fernandez, president and CEO at Marketo. “I am pleased to welcome Amy to the management team, and am bullish about her ability to ratchet up Marketo’s focus on the channel. As an experienced Marketo Leads Management user she will be highly effective and credible in demonstrating to our partners the significant value of the Marketo solution.”

Marketo sweeps into 2009 on the heels of its most successful month to date, with the channel playing a significant role in its success. The [Marketo Alliance](http://www.marketo.com/partners/) program consists of five distinct categories of companies:

* Expert partners – Companies that provide best practices and hands-on consulting resources to help marketers take full advantage of Marketo lead management solutions
* Agency partners – Firms that offer marketing strategy, creative and design services, and provision Marketo lead management solutions to their clients
* Referral and reseller partners – Companies that sell, implement and support Marketo solutions to mid-market and enterprise customer
* Solution partners – Technology companies whose solutions complement Marketo, such as salesforce.com
* Marketing moguls – Strategic advisors whose thought-provoking insights and research help accelerate innovation and best practices for Marketo clients

“I am thrilled to be joining Marketo,” said Guarino.  “I was drawn to the company by its tremendous momentum in the marketing automation market, widely recognized to be among the largest and fastest-growing front-office application categories. In this economic environment, sales and marketing leaders need to look at different ways to impact top line revenue and improve the efficiency.  Marketo is well-positioned to take advantage of these requirements.”

Guarino recently lead the global channels and alliance efforts at Right90, a venture-backed SaaS company providing sales forecasting and planning to manufacturing companies. As an early Right90 employee, Guarino directed the sales and marketing organization, focusing efforts on channel and alliance business, including building Right90’s critical partnership with salesforce.com.  Prior to Right90, Guarino was the vice president of global sales at Biz360, a marketing analytics SaaS company. She has more than 20 years experience in sales and channel management, working with companies including Latitude Communications, AlterEgo and iPass. Guarino began her career with a 13-year engagement at IBM fulfilling various sales, management and channel roles, and was recently named to the 2009 Women of Influence in Silicon Valley. Guarino has a B.A. in government and international relations from the University of Notre Dame.

**About Marketo**

Marketo provides B2B [marketing automation](http://www.marketo.com/) software that translates marketing spending into revenue. Our award-winning [lead management](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) software features email marketing, lead nurturing, lead scoring, and closed-loop reporting capabilities to help marketing and sales teams work together to generate and qualify sales leads, shorten sales cycles, and demonstrate marketing accountability. Driven by a relentless focus on customer success and touting the most innovative user experience in business software today, Marketo is emerging as the fastest-growing lead management vendor in the world. Marketo's on-demand marketing products are easy to buy because they don't require complex implementation or upfront fees, easy to own because they don't require IT support, and easy to use without specialized technical skills or significant training. Pricing starts as low as $1,500 a month, and qualified customers who commit to running a production campaign can get started with a free trial that includes set-up, training, and integration. <www.marketo.com>

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**Company Contact:**

Martha Blanchfield

Marketo

650–227–4662

Martha@marketo.com

**Agency Contact:**Kevin Wolf
Marketo
650–327–1641
kevin@toolguypr.com