



Refactor, DevSecOps Automation Platform, Hires Former StorageCraft Sales Leader Mark Baird as Chief Revenue Officer

Seattle, WA—May 27, 2020 --The DevSecOps startup Refactor announced today that it has hired Mark Baird, StorageCraft's former Director of Sales (US West Region), to serve as Chief Revenue Officer. A winner of the United States Air Force AFWERX Small Business Innovation Research (SBIR) Phase 1 20.1 contract, Refactor is providing the simplest and most collaborative automation solution built for the next era of IT; IT-as-Code.

Baird possesses 29 years of channel sales and account management experience in the technology sector. As a Sales Director at StorageCraft, Baird led the total restructuring and reorganizing of its sales and go-to-market strategies, built a new sales pipeline within 45 days of a new product launch, and increased new product core business by over 140 percent. In 2019, his division increased revenue by \$4.25M from the previous year. Previously, Baird honed his craft and leadership skills at companies like Parvus Corporation (now part of Curtiss-Wright), NextPage, and 3Com Corp.

At Refactor, Baird will build out the sales and marketing programs and will lead its go-to-market strategy. His immediate focus will be on building out an alliance and reseller partner network, including midmarket and enterprise focused solution providers (VARs), and large MSSPs who are targeting cloud and cybersecurity offerings.

"The opportunity to work with Mike Fraser and his ambitious founding team at Refactor is one I could not pass up," remarked Baird. "It's rare to find a team that has a combination of deep industry experience and an inspiring vision of how we can reach the future of IT. I look forward to enabling more teams in their quest towards software-defined everything and IT-as-Code with Refactor."

Refactor is helping tech teams design and deliver complex, secure cloud infrastructure and applications through its all-in-one, visual automation platform. Early adopters like the US Air Force and Fortinet are using Refactor to quickly create repeatable, software-defined and secure automation solutions that can be deployed with a few clicks. In 2020, the DevSecOps startup's target market includes cybersecurity vendors, MSSPs, enterprise, and the Department of Defense (DoD). There are plans to reach limited international recruitment as well.

About Refactor

Refactor is a Seattle-based DevSecOps startup founded in 2017 by military veteran and industry experts in cloud and cybersecurity. Its mission is to accelerate adoption of DevSecOps methodologies among security and DevOps teams. Refactor provides a simple and collaborative automation platform that enables tech teams to visually design and run modern, software-defined IT-as-Code solutions including infrastructure, configuration, integrations and security. Technology changes, people adapt. Refactor innovates to make the world more agile through the next shift of digital transformation into IT-as-Code. Learn more at <https://refactor.it>

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