



SolarWinds

There's been an enterprise tech IPO rush in 2018. Here are the 15 key execs driving the new class of startups

By Rosalie Chan
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Enterprise tech startups have been on a 12-month initial-public-offering joyride.

From MongoDB to Dropbox to Eventbrite, more than 20 startups in the enterprise tech industry have sold shares to the public and made splashy Wall Street debuts this past year. Unlike consumer internet companies, whose products are usually free and designed for the masses, these enterprise startups create products and service that are sold to other businesses. It's a massive, \$3.7 trillion worldwide market, and yet these startups don't always enjoy the mainstream name recognition of their consumer counterparts.

To help you familiarize yourself with this new crop of public tech companies, Business Insider has rounded up some of the key players driving the growth and the success behind the scenes. The names may not be as familiar as Mark Zuckerberg's, and there may not be movies about them, but these 15 executives are the stars you need to know about to really understand where the red-hot enterprise tech market is going.



Eliot Horowitz, Chief Technology Officer and Cofounder of MongoDB MongoDB

Eliot Horowitz is one of the founders of MongoDB, along with Kevin Ryan and Dwight Merriman. MongoDB, an open-source database company based in New York, went public in October 2017. MongoDB had raised \$256 million before going public with a valuation of \$1.6 billion. Since then, the company's market cap has swelled to \$3.6 billion under CEO Dev Ittycheria. Today, MongoDB has over 30 million downloads and over 1,000 technology and service partners.



Horowitz's programming career began at age 4, when he wanted to create a chess-playing artificial intelligence machine. And at age 9, he started programming for his mother's medical practice.

Horowitz began writing the core codebase for MongoDB's popular open-source database in 2007. Today, as chief technology officer, he oversees the engineering and product teams. Recently, he led MongoDB in introducing new licensing to prevent major cloud companies from selling its software without open-sourcing it.

Before MongoDB, Horowitz also cofounded an online retail search engine called *v*, which he built and later sold in 2010. Horowitz had also worked as a software developer in DoubleClick. In 2006, Horowitz was listed in BusinessWeek's Top 25 Entrepreneurs Under Age 25, and in 2015, he was listed in Business Insider's Under 35 and Crushing It list. Just last year, he was also named to Crain's NY Business 40 Under 40 Class list.



Sameer Dholakia, CEO of SendGrid **SendGrid**

Sameer Dholakia is accustomed to using both hands to accomplish a variety of jobs — and not just because he's ambidextrous. The executive has served in numerous roles in the tech industry, from sales to product management.

Since Dholakia took the helm as SendGrid's CEO in 2014, the company's revenue has quadrupled, and he led the company to its IPO on November 15, 2017. Twilio announced in October that it would acquire SendGrid in a \$2 billion deal. Dholakia has previously

served as CEO at VMLogix, which was acquired by Citrix, and he worked in sales, business development, and product management for Trilogy, where he helped the startup grow to a \$300 million business. And his ambidexterity has given him another special skill: He can write with his left hand and throw a fastball with his right.



Lynne Laube, Chief Operating Officer and Cofounder of Cardlytics **Cardlytics**

Lynne Laube is a cofounder of Cardlytics along with Scott Grimes. On February 8, Laube took Cardlytics public, and since 2008, she has secured over \$200 million in capital from investors. At the time of its IPO, this Atlanta-based company had a valuation of \$273 million.

Cardlytics partners with more than 1,500 financial institutions to run banking rewards programs for customers. It also uses insights on how consumers spend money to help marketers target likely buyers and measure the impact of marketing campaigns.

Laube wanted to build a company where people love coming to work every day. Cardlytics encourages and funds employees to start their own extracurricular groups, such as the rock band The Redeemers, a beer-brewing club, and a mentorship organization.

In 2016, she was named one of the top 10 venture-backed female founders by Inc. Magazine and Entrepreneur 360. She has also been a finalist for the Ernst & Young Entrepreneur of the Year Award twice. Within Cardlytics, she launched Women of Cardlytics to provide career mentorship and support for women. Before founding Cardlytics, she worked at Capital One and Bank One.

Outside of work, Laube loves to cook, and she swears by her on-demand workouts.



Drew Houston, CEO and Cofounder of Dropbox **Dropbox**

Drew Houston cofounded Dropbox in 2007 with Arash Ferdowsi. He leads the direction and product strategy of Dropbox.

Dropbox allows users to securely share, store, and collaborate on files. Dropbox, which is based in San Francisco, has 500 million users registered worldwide and can work on both mobile and desktop devices. It went public on March 23 with a valuation of \$9.2 billion. It had raised \$756 million.

Houston's first company was an SAT prep company that he started in college. After he graduated, he wanted to get this company into a startup accelerator, but it got rejected. Fortunately, he founded Dropbox two years later. He came up with the idea while riding a bus from Boston to New York, when he realized he'd left a thumb drive with files he needed at home. He was eventually able to enter Dropbox into startup accelerator Y Combinator along with Ferdowsi.

Houston was recently named to Forbes' 400 list. Outside of work, he is a huge Pearl Jam fan and he plays guitar in a 90's rock/alternative cover band called Angry Flannel.



Tien Tzuo, CEO and Founder of Zuora **Zuora**

Tien Tzuo founded Zuora in 2007, leading the shift to subscription-based business models and coining the phrase Subscription Economy. Zuora's cloud-based software helps companies launch, manage, and transform into subscription businesses. Based in San Mateo, California, this software-as-a-service platform automates the business operations for subscriptions.

Tzuo even wrote a book about the subscription model called "Subscribed: Why the Subscription Model Will Be Your Company's Future — and What to Do About It." Zuora went public on April 12 with a valuation of \$1.4 billion. It had raised \$154 million.

Tzuo grew up in an immigrant family in Brooklyn, New York, and spent a lot of his time playing stickball. Both his parents started their own business, which encouraged him to become an entrepreneur as well. His first job ever was scooping ice cream at Baskin Robbins in lower Manhattan when he was 16.

Later on, Tzuo would become the 11th employee at Salesforce. He worked there for nine years, building the billing system and serving in executive roles in technology, marketing, and strategy. At Salesforce, he also built out the product management and marketing organization and served as chief marketing officer and chief strategy officer.

Tzuo was named Entrepreneur of the Year by EY in 2016. While he was at Salesforce, he was a CMO of the Year finalist by the CMO Council and BusinessWeek Magazine. He is also on the board of directors for Network for Good.

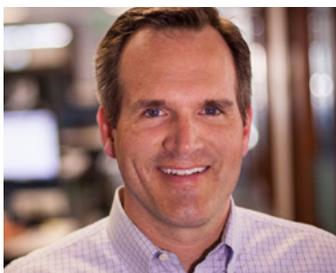


Kirsten Wolberg, Chief Technology and Operations Officer of DocuSign
DocuSign

Kirsten Wolberg is the chief technology and operations officer at DocuSign, which went public on April 27 with a valuation of \$4.5 billion.

Wolberg grew up in Alaska playing basketball and ice hockey. Before DocuSign, she worked at PayPal and had served as vice president of technology and separation executive. She also headed Salesforce's information technology division as chief information officer and has served in several technology, product, and operations roles at companies like Charles Schwab, InnoVentry, and CSC Index.

DocuSign lets businesses, enterprises, and individuals collect information and sign documents online. Businesses can manage business transactions such as digital signature, collaboration, workflow automation and storage, identity management, authentication, and data collection.



Mark Mader, CEO of Smartsheet
Smartsheet

Mark Mader, a former college-football player at Dartmouth, now leads a team of 800 employees as CEO of Smartsheet, a popular online-spreadsheet app that went public in April with a \$1 billion valuation.

Smartsheet, which is based in Bellevue, Washington, develops online spreadsheets for enterprises. Users can plan, track, automate, and report on their work, all on the cloud. Smartsheet also integrates applications from Microsoft, Google, Salesforce, Atlassian, and

more. The company has more than 74,000 customers and was named Washington's best workplace by the Puget Sound Business Journal.

Before Smartsheet, Mader was the senior vice president of global services for Onyx Software, where he led the consulting and customer-facing teams worldwide. A dual citizen of Germany and the US, Mader spends time between both countries.



Aaron Skonnard, CEO and Cofounder of Pluralsight
Pluralsight

Aaron Skonnard taught himself how to code at age 10 when his father brought home one of the first Apple II computers. Skonnard went on to study computer science at Brigham Young University and eventually launched Pluralsight in 2004 along with cofounders Fritz Onion, Keith Sparkjoy, and Bill Williams.

Pluralsight, based in Utah, is a technology-learning platform targeted at software developers, IT administrators, and creative professionals. The company offers more than 3,000 career-development and business-training courses, and went public with a \$2 billion valuation in May.

Skonnard focuses on business strategy, future direction, product development, and strategic partnerships at the company. And when he's not working, he's running, swimming, or making his "world-famous Skonnard protein shake," which was developed by him and his wife and is composed of chocolate Costco Orgain powder, half a banana, one-third cup of egg whites, and one-half cup of ice.



Josh James, CEO and Founder of Domo **Domo**

In 2010, Josh James founded Domo, which is based in Utah. Before that, he was the CEO and cofounder of Omniture, where he facilitated the company's \$1.8 billion sale to Adobe in 2009.

Domo's cloud-based platform connects the CEO of a company to employees with data and insights on the business. It allows leaders to manage the business from their smartphones. When Domo went public on June 28, it was under scrutiny because of red flags in its company filings. At its IPO, Domo was valued at \$511 million and had raised \$193 million.

As a child, James had some roles as an actor, including one in a Kellogg's Honey Smacks commercial. Outside of work, James founded a CEO and founder resource called CEO.com. He also founded Silicon Slopes, a nonprofit to promote the interests of Utah's high-tech industry.



Amit Yoran, CEO of Tenable **LinkedIn**

As chairman and CEO, Amit Yoran leads Tenable, a Maryland-based company that helps organizations reduce cybersecurity risks. Tenable sells security technology that continuously monitors for vulnerabilities and prioritizes threats to reduce loss. Tenable has over 1 million users and more than 21,000 customers worldwide. It went public on July 26 and was valued at \$2.1 billion.

Previously, Yoran was president of network-security company RSA, and prior to that, he founded and was the CEO of NetWitness, which got acquired by RSA. He currently serves as a board member and adviser to several security startups.

Yoran attended West Point and served in the military. Yoran also has experience working in the government, as the founding director of the United States Computer Emergency Readiness Team program in the Department of Homeland Security. He also founded Ripstech, a security service provider that was acquired by Symantec in 2002.

A Harley Davidson-riding adrenaline junkie and avid snowboarder, Yoran has had only one catastrophic off-trail wipeout that required surgery, so far.



Julia Hartz, CEO and Cofounder of Eventbrite **Eventbrite**

Julia Hartz leads the vision, strategy, and growth of Eventbrite, which went public in September with a \$1.8 billion valuation. She founded Eventbrite in 2006 along with Renaud Visage and her now husband, Kevin Hartz. Eventbrite lets users find, create, and plan events, such as classes, workshops, conferences, concerts, fundraisers, performances, and more. Users can also sell tickets, register for events, and manage events online.

Growing up, Hartz was a ballerina. Prior to working at Eventbrite, Hartz had a career in television. Her first gig in her television career was on the set of the hit show "Friends." Hartz has also worked at MTV, where she was on the development team for "Jackass," and then she worked at FX Networks. There, she oversaw shows



like “The Shield,” “Rescue Me,” “Nip/Tuck,” and “30 Days.” Under Hartz’s leadership, Eventbrite was named in Fortune’s 100 Best Workplaces in the US, Glassdoor’s Employees’ Choice Best Places to Work, and San Francisco Business Times’ Best Places to Work in the Bay Area list. Hartz was also named one of Fortune’s 2015 40 Under 40 business leaders, one of Inc.’s 35 Under 35 in 2014, and one of Fortune’s Most Powerful Women.



Robin Ducot, Chief Technology Officer of SurveyMonkey
SurveyMonkey

Robin Ducot joined SurveyMonkey just last year in October. She leads the company’s engineering team and works with the product, design, and data teams. Before that, Ducot had been the senior vice president of product engineering at DocuSign and the vice president of engineering at Eventbrite.

SurveyMonkey helps people easily create online surveys and measure the results gathered from the surveys. It can also gather market insights. SurveyMonkey, based in San Mateo, went public on September 26 with a valuation of \$1.5 billion. SVMK, the parent company of SurveyMonkey of which tennis star Serena Williams serves as a director, also recently filed for IPO.

Outside of engineering, Ducot has spent a decade playing music in a variety of indie and punk bands. She has also designed costumes for theater companies.



Shay Banon, CEO and Cofounder of Elastic
Elastic

Shay Banon decided to study computer science after counting the number of jobs in the weekend newspaper. Now, he’s the CEO of Elastic, a company that develops open-source tools that help with search, logging, metrics, and data security. The Mountain View, California-based company went public in early October with a valuation of \$2.5 billion.

Banon founded Elastic in 2012 along with Simon Willnauer, Steven Schuurman, and Uri Boness. He first became interested in search engines in 2004 when he tried to build a recipe app for his wife, who was studying to be a chef at Le Cordon Bleu. He built Elasticsearch, Elastic’s open-source search engine, in 2009. Some of Elastic’s most well known tools include Elasticsearch, Kibana, Beats, Logstash, and Elastic Cloud.



Frank Calderoni, CEO of Anaplan
Anaplan

Frank Calderoni went straight to IBM after college and spent the next 21 years there. But that was just the beginning of a career in tech that saw him serve in executive positions at Cisco, QLogic Corporation, SanDisk Corporation, and as chief financial officer at Red Hat (which IBM recently announced it would acquire).

Calderoni joined Anaplan in January 2017, steering the company through its IPO this October. The San Francisco-based company, which sells a cloud platform to help businesses make better-informed plans and decisions faster, raised more than \$250 million in its offering and now has a market cap of \$2.8 billion.



Kevin Thompson, CEO of SolarWinds
SolarWinds

Kevin Thompson was promoted to president and CEO of SolarWinds in March 2010. Before that, he was CFO and chief operating officer.

SolarWinds offers products and tools for IT management. These tools offer solutions for issues related to networks, servers, applications, storage, virtualization, cloud, or development operations. The Austin, Texas-based company went public in October with a valuation of \$4.6 billion.

Prior to joining SolarWinds, Thompson was CFO of Surgient, Inc. He had also previously worked as the senior vice president and CFO at business-intelligence-software company SAS Institute, as well as the executive vice president and CFO of Red Hat.