Twilio Appoints Chris Koehler Chief Marketing Officer

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Former Box CMO will drive global marketing strategy

Twilio management team expanded with recent hires of Chris Koehler, Inbal Shani, and Thomas Wyatt

SAN FRANCISCO--(BUSINESS WIRE)--May 6, 2024-- Twilio (NYSE: TWLO), the customer engagement platform that drives real-time, personalized experiences for today's leading brands, today announced that Chris Koehler has been appointed Chief Marketing Officer. Chris brings over 25 years of expertise in customer engagement and marketing technology, and a proven track record of driving growth and innovation at industry-leading companies.

As CMO, Chris will report to Chief Executive Officer Khozema Shipchandler, and oversee Twilio's global marketing strategy, focusing on expanding brand awareness in Twilio's key markets and amplifying product innovation. He will play a pivotal role in growing market share across Twilio Communications and Segment, and driving messaging and positioning for Twilio's customer engagement platform, which combines communications, data, and AI to unlock greater value for customers.

"What particularly impresses me about Chris is his no nonsense style and hands on approach," said Khozema Shipchandler, CEO at Twilio. "Chris' strong background in product will help strengthen how we market and position our increasingly sophisticated suite of customer solutions in this next chapter of the company."

Prior to joining Twilio, Chris served as CMO at Box, where he helped lead the company to surpass $1 billion in annual revenue in fiscal 2024. Chris has spent more than 25 years leading marketing, customer success, solution consulting, demand generation, and enablement teams at Adobe Systems, E*TRADE Financial, SunTrust Bank, and Claritas. He holds a B.S. in Marketing from George Mason University, an MBA from Georgia State University.

"I've long admired Twilio as an innovative, developer-first company, and the opportunity to help build the next generation of customer engagement is exciting," said Chris Koehler, CMO at Twilio. "Having interacted with Twilio products as a Segment customer, I believe Twilio has a massive opportunity to combine its leading data capabilities with its world-class Communications platform to deliver the kind of one-to-one experiences that brands have been trying to achieve for years, but few have realized."

Chris joins Inbal Shani, Chief Product Officer for Twilio Communications, and Thomas Wyatt, President of Segment, as the most recent executives hired and appointed to Twilio's management team. Inbal Shani joined Twilio from GitHub, where she led core product management, strategy, marketing, and design as Chief Product Officer. As CPO for Twilio Communications, Inbal is responsible for all research & development capabilities, product innovation, and resiliency and trust initiatives for the Twilio Communications business. Thomas Wyatt joined Twilio from People.ai, where he served as Chief Product & Strategy Officer. As President of Segment, Thomas is responsible for driving product innovation and go-to-market execution.

The broader Twilio Management Team currently includes Twilio CEO Khozema Shipchandler; Chief Financial Officer Aidan Viggiano; Chief Legal Officer & Corporate Secretary Dana Wagner; Chief People Officer Christy Lake; Chief Product Officer for Twilio Communications Inbal Shani; President of Segment, Thomas Wyatt; Chief Marketing Officer, Chris Koehler; Senior Vice President Corporate Strategy & Operations Ivy Grant; and Chief Revenue Officer for Twilio Communications, Lauren Nemeth.

About Twilio

Today's leading companies trust Twilio's Customer Engagement Platform (CEP) to build direct, personalized relationships with their customers everywhere in the world. Twilio enables companies to use communications and data to add intelligence and security to every step of the customer journey, from sales to marketing to growth, customer service and many more engagement use cases in a flexible, programmatic way. Across 180 countries, millions of developers and hundreds of thousands of businesses use Twilio to create magical experiences for their customers. For more information about Twilio (NYSE: TWLO), visit: www.twilio.com.

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