

Acertitude Completes Chief Marketing Officer Search for Ping Identity

Kevin Sellers brings more than two decades of brand and marketing innovation to the cybersecurity provider

NEW YORK (Sep. 4, 2019) — Acertitude, the executive search firm unleashing human potential, has recruited Kevin Sellers as global chief marketing officer to the leadership team of Ping Identity, the leader in Identity Defined Security.

Sellers will lead all aspects of the company's marketing function, focusing on accelerating expansion in the enterprise market and growing Ping's brand globally.

"Kevin Sellers is a highly experienced, accomplished marketing leader with a proven record of building global brands in the technology sector, making him a natural addition to our leadership team," said Kris Nagel, COO, Ping Identity. "We're pushing the boundaries to ensure that identity sits at the foundation of every enterprise, and with Kevin's background we're well positioned to propel Ping Identity to the next level."

An accomplished business leader with a strong track record of scaling global brands, Sellers brings more than 20 years of global marketing leadership experience in the technology sector, including 10 years living and operating overseas. His strategic knowledge of the marketing functions spans brand leadership, demand generation, digital marketing and transformation, and corporate communications. Prior to joining Ping Identity, Sellers served as the chief marketing officer at Avnet, where he oversaw the company's business-to-business strategies.

He also held multiple leadership positions at Intel. During his tenure with the company, he led the historic re-branding that took Intel beyond its core personal computer market, and launched the award-winning 'Look Inside' campaign—which received exceptional attention from the market, analysts, customers and more. Sellers has garnered significant industry recognition over the years including B2B Magazine's Top Digital Marketers Award and multiple Cannes Lions, EFFY and ADDY awards for creative excellence.

“Joining Ping Identity is a tremendous honor and privilege. The company is growing rapidly and plays a pivotal role in the ongoing digital transformation of our economy,” said Sellers. “What really stands out to me is the organization’s keen focus on the customer and its truly collaborative culture. The future is bright for Ping, and I’m looking forward to contributing to the next chapter of our growth.”

The CMO search was led by Acertitude Managing Partner and Technology Practice leader Rick DeRose, who worked closely with Ping Identity’s Kris Nagel, COO and Aaron Lapoint, CHRO. DeRose has over 25 years of experience recruiting leaders for software companies who find themselves at a transformative moment in time.

“Kevin is a highly experienced global marketing leader with an outstanding track record of building high impact brands and world class teams, making him a great addition to the team,” said DeRose. “It’s been a pleasure working closely with Kris and Aaron on this search, and we look forward to the bright future ahead for Ping Identity.”

About Acertitude

Acertitude is the executive search firm unleashing human potential. We discover, connect, and empower brilliant people at work. Our approach to search creates human connections, uses sophisticated data and behavioral analytics, and brings your inside story to life. Our team specializes in the consumer, financial, healthcare and life sciences, industrial, private equity, professional services, and technology industries. Explore how to unleash your potential: www.acertitude.com.

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