

Dynatrace Names Brad Mirkovich New Senior Vice President of Sales

20-Year Veteran Set to Drive Revenue and Growth for the Industry's Leader in Digital Performance

Boston, MA, May 29, 2015 – [Dynatrace](#), the market leader in digital performance management, today announced that Brad Mirkovich, a proven tech industry sales executive, has joined the company as Senior Vice President of Sales. Mirkovich joins Dynatrace after more than 20 years' experience and leadership delivering sales success in the technology industry. He will be responsible for all sales operations globally, expanding Dynatrace's customer base and growth across markets. Mirkovich will report directly to CEO, John Van Siclen.

Prior to Dynatrace, Mirkovich was General Manager for the Americas at Concur Technologies, where he built and led a highly scalable software sales organization. He also held executive roles with several other market-leading companies, including Witness Systems, Taleo and PTC.



"Brad has an outstanding record of scaling revenue in high growth technology markets," said Dynatrace CEO, John Van Siclen. "He has extensive experience managing global sales teams and expanding global customer bases, and this will be instrumental to Dynatrace as we continue to extend our leadership in the Digital Performance market."

"I am thrilled to be joining Dynatrace," said Mirkovich. "Every organization in virtually every industry is going through some form of digital transformation. As the most trusted digital performance solution in the industry, we are poised to take our business to an unprecedented level of success. This is a very exciting time for Dynatrace, and I look forward to leading our sales organization to record growth."

About Dynatrace

[Dynatrace LLC](#) is the innovator behind the industry's premier Digital Performance Platform, making real-time information about digital performance visible and actionable for everyone across business and IT. We help customers of all sizes see their applications and digital channels through the lens of their end users. More than 7,500 organizations use these insights to master complexity, gain operational agility and grow revenue by delivering amazing customer experiences.

Read more about Dynatrace's leadership in the APM market, [here](#).

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For Sales and Marketing Information

Page 2

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