



Optimizely appoints Alasdair Henderson as UK General Manager

LONDON, 7 August, 2018 - Optimizely, the world's leader in digital experience optimisation, has announced today the appointment of Alasdair Henderson as UK General Manager to accelerate the company's growth in the region. With over 20 years of experience in the technology industry, Henderson will be responsible for building on Optimizely's success in the UK market.

Henderson spent the last 17 years in Silicon Valley and is returning to the UK to join Optimizely and grow its market opportunity. During his time in San Francisco, Henderson ran and grew the Western US market for British software company, QAS, which was acquired by Experian in 2004. Throughout Henderson's tenure, he successfully secured high profile deals and significantly increased revenues.

Subsequent to Experian QAS, Henderson established his own firm, leveraging his domain expertise in scaling enterprise sales organizations, helping high growth venture backed companies enter and scale in enterprise markets.

In his new role at Optimizely, Henderson will be squarely focused on helping businesses accelerate innovation through experimentation, replacing digital guesswork with evidence-based results.

Henderson stated "I'm delighted to be joining Optimizely. The value proposition, management team and opportunity are stellar and provide us with significant opportunity to accelerate growth within the UKI market as experimentation, at scale, becomes an ever more critical, and necessary, part of any business looking to compete and succeed in a digital world."

About Optimizely

[Optimizely](#) is the world's leader in digital experience optimisation, allowing businesses to dramatically drive up the value of their digital products, commerce and campaigns through its best in class experimentation software platform. By replacing digital guesswork with evidence-based results, Optimizely enables product and marketing professionals to accelerate innovation, lower the risk of new features, and drive up the return on investment from digital by up to 10X. Over 26 of the Fortune 100 companies choose Optimizely to power their global digital experiences. Optimizely's impressive customer list includes eBay, IBM, BBC, Sky, Missguided and many more global enterprises.

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