



## Technology Industry Veteran Emily Campbell Joins BlackLine as Chief Marketing Officer

*Digital finance transformation leader expands leadership team, adding former Dell Technologies senior marketing leader to drive global marketing strategy*

LOS ANGELES, Jan. 3, 2024 /PRNewswire/ -- [BlackLine, Inc.](#) (Nasdaq: BL) announced today that technology industry veteran Emily Campbell has joined the company as chief marketing officer (CMO), effective Jan. 2<sup>nd</sup>. As CMO, Campbell is responsible for driving BlackLine's global marketing strategy as the digital finance transformation leader seeks to capitalize on the growing worldwide demand for solutions that drive greater automation, efficiency, financial governance, and risk management for the Office of the CFO. She will report to Co-CEO Owen Ryan.

"Emily has a strong track record building and growing technology brands globally, with a particular focus on demand generation for enterprise sales. The diversity and success of her past experiences speak to her ability to drive effective results across all facets of marketing," said Ryan. "Emily will be a critical part of our strategy as the premier accounting and finance platform for the Office of the CFO."

Campbell comes to BlackLine with more than 25 years of marketing leadership experience, most recently as CMO at Infinite Electronics where she oversaw global brand marketing strategy, e-commerce, customer experience, communications, inside sales, and technical support. Previously she was head of global marketing and digital innovation for Arrow Electronics, where she developed Arrow's e-commerce sales channel and oversaw demand generation efforts across channels. Campbell previously spent 14 years in senior marketing and product management positions at Dell Technologies.

"BlackLine represents a perfect blend of innovation and impact. I'm excited to help elevate awareness of the company's value proposition within the Office of the CFO, increase customer engagement, support growth initiatives, and strengthen our platform offering," said Campbell. "It's not just about marketing a product or solution; it's about being a mission-critical part of our customers' digital finance transformation journeys and changing how their businesses operate and thrive in the modern world."

Campbell holds a Bachelor of Science degree in Marketing and International Business from the University of Colorado.

### **About BlackLine**

Companies come to [BlackLine](#) (Nasdaq: BL) because their traditional manual accounting and finance processes are not sustainable. BlackLine's market-leading cloud platform and customer service help companies move to modern accounting by unifying their data and processes, automating repetitive work, and driving accountability through visibility. BlackLine provides solutions to manage and automate financial close and consolidation, accounts receivable, and intercompany accounting processes – inspiring, powering, and guiding large enterprises and midsize businesses on their digital finance transformation journeys.

More than 4,300 customers trust BlackLine to help them close faster with complete and accurate results. The company is the pioneer of the cloud financial close market and is recognized as the leader by customers at leading end-user review sites including G2 and TrustRadius. BlackLine is a global company with operations in major business centers including Los Angeles, New York, the San Francisco Bay area, London, Paris, Frankfurt, Tokyo, Singapore, and Sydney. For more information, visit [blackline.com](#).

### **BlackLine Forward-looking Statements**

This release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. In some cases, you can identify forward-looking statements by terminology such as "may," "will," "should," "could," "expect," "plan," "anticipate," "believe," "estimate," "predict," "intend," "potential," "would," "continue," "ongoing" or the negative of these terms or other comparable terminology. Forward-looking statements in this release include statements regarding our growth plans and opportunities.

Any forward-looking statements contained in this press release are based upon BlackLine's current plans, estimates and expectations, and are not a representation that such plans, estimates, or expectations will be achieved. Forward-looking statements are based on information available at the time those statements are made and/or management's good faith beliefs and assumptions as of that time with respect to future events and are subject to risks and uncertainties. If any of these risks or uncertainties materialize or if any assumptions prove incorrect, actual performance or results may differ materially from those expressed in or suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to, risks related to the Company's ability to execute on its strategies, attract new customers, enter new geographies and develop, release and sell new features and solutions; and other risks and uncertainties described in the other filings we make with the Securities and Exchange Commission from time to time, including the risks described under the heading "Risk Factors" in our Annual Report on Form 10-K. Additional information will also be set forth in our Quarterly Reports on Form 10-Q.

Forward-looking statements should not be read as a guarantee of future performance or results, and you should not place undue reliance on such statements. Except as required by law, we do not undertake any obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future developments or otherwise.

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