News Release

Teradata Appoints Jacqueline Woods as Chief Marketing Officer

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Proven Technology Marketing Executive with Record of Accelerating Growth

Teradata (NYSE: **TDC**), the connected multi-cloud data platform for enterprise analytics, today announced that it has appointed Jacqueline Woods as Chief Marketing Officer, effective December 6, 2021. As CMO, Woods will be responsible for overseeing Teradata's strategic marketing planning and delivery, including brand and reputation management, digital and social properties, as well as leading customer generation, influencer marketing, public relations, communications and enriching customer experiences. Woods succeeds Martyn Etherington who is stepping down from his position and will remain with Teradata through the end of December 2021 to support a smooth transition.

Woods is a results-driven marketing executive with thirty years of experience leading corporate transformations, propelling marketing organizations to utilize data and insights, and leading the way in digital marketing. She is recognized for instilling today's modern marketing approaches that successfully grow businesses. Her career spans Fortune 100 companies, including IBM, GE, Oracle and Verizon, covering both business-to-business and business-to-consumer go-to-market initiatives. Woods joins Teradata from NielsenIQ where she served as Global Chief Marketing & Communications Officer. There, Woods focused on the firm's transformation to an independent company, leading the revitalization of the company's brand, image and perception to reflect its new character: from legacy brand to modern data-driven enterprise. Previously, Woods was with IBM for nearly 10 years, including as CMO of its $13 billion Partner Ecosystem, where she focused on building cloud, Data, AI and SaaS strategies across an ecosystem of over 120,000 firms.

"Teradata has built a far-reaching brand that is core to who we are, and I am thrilled to welcome someone of

Jacqueline's talent to help make it even stronger," said Steve McMillan, President and CEO of Teradata. "Our transformation to cloud-first is only accelerating, and Jacqueline's expertise will help build our market perception as the connected multi-cloud data platform for enterprise analytics. She is an accomplished and influential leader known for her creative excellence and collaboration across the value chain, and I am looking forward to working closely with Jacqueline as we continue to grow our relationships with customers and partners all over the world."

"In today's dynamic environment, companies face profoundly increasing data demands and are increasingly leveraging cloud-based technology to deliver critical insights to make better and faster decisions. Teradata's unparalleled data platform is exactly what enterprises need to help them win, and I am excited to join this growth oriented, customer-centric organization," said Woods. "I look forward to collaborating with Teradata's talented team to continue deepening relationships with both current customers and new logos, supporting their expanding needs for leveraging superior analytic capabilities to solve their data challenges, and accelerating growth for the company."

McMillan continued, "On behalf of the entire Teradata team, I want to thank Martyn for his work to reposition the Teradata brand as a cloud market leader, and driving consistent, measurable advancements in our marketing efforts. We appreciate his support in facilitating a seamless transition and wish Martyn the best in his next chapter."

About Jacqueline Woods

Woods joined NielsenIQ from IBM, where, as CMO of the IBM Global Partner Ecosystem Division, she focused on cloud, data, AI, and SaaS technology strategies. Previously, she led strategy, marketing, communications, and offering management as the CMO of IBM Global Financing. As Global Vice President of IBM's Server Technology Division, she headed the "Infrastructure Matters" turnaround campaign. Before that, she was Global Head of Customer Segmentation & Customer Experience at General Electric. Woods also held roles of increasing responsibility at Oracle for 10 years, helping lead the company's e-business standardization. Woods also held leadership roles at Ameritech Corporation and GTE Corporation.

Woods serves on the Board of Directors for Winnebago Industries and the Board of Trustees for Community Reinvestment Fund USA, a not-for-profit organization dedicated to improving communities through innovative financial solutions. She is also on the board of the Greater Fairfield County Foundation, Inc., a not-for-profit helping under-served communities in southern Connecticut. Woods previously served on the Dean's Council for the Kennedy School of Government at Harvard University and the Western Region Board of the United Negro College Fund.

Woods holds a Bachelor of Science from the University of California, Davis, and an MBA from the Marshall School of Business, University of Southern California.

About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most. See how at **Teradata.com**.

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