



News Release

Teradata Names Martyn Etherington As Chief Marketing Officer to Bolster Its Cloud Strategy

2018-03-08

Teradata (NYSE: **TDC**), the leading cloud-based data and analytics company, today named Martyn Etherington as Chief Marketing Officer. Etherington, who has a distinguished track record of driving top-line results, growing market share, improving customer experience and enhancing brands, will report to Oliver Ratzesberger, **who became Teradata's Chief Operating Officer earlier this year**. Both roles are newly-created and showcase Teradata's ongoing evolution as a company that prides itself on innovation and driving high-impact business outcomes for its customers.

"As Teradata continues to innovate and help the world's most influential companies use analytics to achieve business results, it is important to have experienced leaders as part of our new executive team," said Ratzesberger. "Martyn brings a proven ability to transform and develop marketing organizations to help better understand our customers and drive growth."

"Teradata's current momentum is unquestionable," said Etherington. "It has an industry-leading portfolio with as-a-service cloud offerings, decades of experience in consulting, unequaled architecture expertise and market-leading data and analytics technology. But even more important, it has some of the world's leading brands as long-term customers. I firmly believe Teradata is well positioned to leverage its Teradata Everywhere strategy and is at the cusp of writing its next growth chapter, so I am delighted to be joining at this critical stage."

Before joining Teradata, Etherington was Chief Marketing Officer, IoT Cloud at Cisco Jasper, #1 global market leader for IoT Connectivity Management. Previously, Etherington served as Executive Vice President, Chief Marketing Officer and Chief of Staff for Mitel, responsible for all aspects of the company's corporate marketing strategy, brand, digital and customer experience programs globally. Etherington has been recognized by the Economist as



one of the Top 25 Social Business Leaders, Forbes as one of the Top 50 marketers, BtoB Magazine as one of the World's Best Marketers, and The Internationalist as one of the top International marketers.

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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