LeanKit Announces New Chief Marketing Officer

Denise Grey brings extensive knowledge of lean and agile project management in addition to her proven marketing expertise in the enterprise project management software market.

LeanKit, the leader in kanban*-based visual project and workflow management solutions announces the appointment of Denise Grey to its executive team as Chief Marketing Officer. Grey brings over 15 years of successful experience crafting and executing high growth, market penetration strategies for transformational technology products. Her experience includes large established companies such as AT&T and multiple growth stage companies like LeanKit.

Grey brings extensive knowledge of and proven marketing expertise in the agile and kanban-based project management software market. Her most recent marketing success, leading the market growth strategy for VersionOne, resulted in a market share leadership position for the agile management software provider.

"Denise has been marketing enterprise project management software for five years, making her uniquely qualified to hit the ground running. She brings extensive experience, proven results, and a large number of industry contacts. Her hands on, can-do approach and proven marketing leadership will grow our brand awareness and capture market share at an accelerated pace. We're thrilled to benefit from her market vision and depth of experience marketing enterprise software," said founder and CEO Chris Hefley.

LeanKit has created online visual project management software based on the highly popular kanban system of managing workflow, which has its roots in Lean manufacturing. LeanKit is finding wide spread adoption due to its visualization, ease of use and simplicity in getting started. Most teams can get started using the tool in a matter of minutes. Its highly visual nature makes it extremely powerful for managers. By easily being able to see what teams are working on, managers can quickly identify bottlenecks and show stoppers. In many cases issues can be resolved before they turn into real problems.

"LeanKit has a very strong value proposition that customers realize almost immediately. The company is poised for explosive growth based on passionate employees, an exceptionally strong senior management team, and a growing list of investors. LeanKit's unique, simple, visual project management tool has a very broad market appeal," said Grey.

"All departments within a company have projects that need to be managed. Currently, most teams are using spreadsheets and white boards. The problem is these tools make it nearly impossible for everyone to easily see what team members are working on, to quickly determine project status or to immediately see problems. Our tool solves these problems. I'm excited to join a company positioned for such strong growth and to introduce teams to a new way of visualizing, collaborating and delivering their work," added Grey.

*What is Kanban? Very simply, Kanban uses sticky notes and a whiteboard to visualize a process, improve collaboration and measure productivity.

About LeanKit

LeanKit is recognized by the Agile and Lean IT community as the most flexible and powerful tool available for implementing visual project management based on Kanban systems. The company is also making a name for

itself beyond IT with customers using their tool to manage and collaborate on all types of projects including those found in engineering, manufacturing, marketing, customer service, technical support, etc.

Since its founding in 2009, LeanKit has grown rapidly to serve more than 100,000 users around the world at companies such as Rolls Royce, Spotify, Glaxo Smith Kline, NBC Universal, BBVA, Geico, Nokia, and the government of Ontario, Canada.

For more information about Denise Grey: http://www.linkedin.com/in/denisegrey

LeanKit Video Tour
- Intro to LeanKit: https://vimeo.com/user9276415/review/44389407/52b24c3108
- Board Features: http://vimeo.com/user9276415/review/44273815/1a6be372bf
- Portfolio Kanban: http://vimeo.com/user9276415/review/44129945/a253134856
- Insightful Analytics: https://vimeo.com/user9276415/review/44389905/08e2a12315
- Easy Implementation: https://vimeo.com/user9276415/review/44390478/73b77920f6

Additional Resources on LeanKit
- Website: http://leankit.com
- Video Tour: https://vimeo.com/user9276415/review/43271984/bbe5db2d76
- Twitter: @LeanKit
- Sales contact: sales@leankit.com

Additional Resources on Lean/Kanban
Kanban by David Anderson
Implementing Lean Software Development by Mary & Tom Poppendieck
Lean Thinking by Womack & Jones

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