

Ed Shepherdson Joins Kinaxis as Senior Vice President of its Newly Created Customer Success Operations Group

Company Strengthens Its Customer-Intimate Business Model with Seasoned Executive

Ottawa, Canada, January 29, 2015 – [Kinaxis®](#) (TSX:KXS), provider of [RapidResponse®](#), delivering cloud-based [SCM and S&OP applications](#), recently named Ed Shepherdson to the newly-created position of senior vice president, customer success operations. This senior position will lead the company's current customer support team and the customer data center operations team, as well as drive new initiatives across the broader client services organization.

Ed comes to Kinaxis with significant executive experience in the software industry, including most recently as senior vice president of customer success and business optimization at Coveo Solutions, a software-as-a-service (SaaS) company. He also spent 18 years at Cognos, now an IBM company, in various roles, including vice president of global customer support for six years.

"I am extremely pleased to have Ed join our executive management team," said [Douglas Colbeth](#), CEO of Kinaxis. "Kinaxis prides itself on its customer-intimate business model. As our company continues to grow, we want to ensure our ability to support our large enterprise customers with the same level of dedication and collaboration. Combining some of our critical customer-facing functions under the umbrella of one group with the common mandate of driving customer success will help us achieve that goal."

"Having a passion for running organizations focused on putting the customer first, I saw Kinaxis as a great fit for me personally and professionally given its reputation in the market," said [Ed Shepherdson](#). "I am excited to join the company and lead a team that has proven itself to consistently deliver value to its [customers](#). My goal is to build upon the culture of customer advocacy and help companies capture the full potential of the industry-leading technology of the Kinaxis product, [RapidResponse](#)."

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About Kinaxis Inc.

Kinaxis is a leading provider of cloud-based subscription software that enables our customers to improve and accelerate analysis and decision-making across their supply chain operations. The supply chain planning and analytics capabilities of our product, [RapidResponse](#), create the foundation for managing multiple, interconnected [supply chain management processes](#). By using the single RapidResponse product instead of combining individual disparate software solutions, our customers gain [visibility](#) across their supply chains, can [respond](#) quickly to changing conditions, and ultimately realize significant [operating efficiencies](#).

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