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Informatica completes management reshuffle, formally announces ex-SAS exec as CMO

RESEARCH TRIANGLE PARK, N.C. — Big data firm [Informatica](#), which has a growing footprint in the Triangle, has completed its management shakeup after going private last summer.

Former SAS Chief Marketing Officer Jim Davis is part of the big four in changes that include a permanent title for the CEO, a new board chair and a new chief financial officer.

While Davis disclosed his new post to WRAL TechWire and Triangle media just before Christmas, Informatica didn't formally announce the changes involving Davis and the other executives until Tuesday.

The changes:

- Anil Chakravarthy is CEO, the interim label being removed. Chakravarthy had been named CEO when Informatic went public in a deal worth more than \$5 billion last August.

Chakravarthy joined Informatica, which is based in California, in 2013 as chief product officer. He had previously worked at Symantec for nine years, his last position being executive vice president for information security. He also had worked at VeriSign and Mckinsey & Company.

- Bruce Chizen, a former CEO of Adobe, is now the executive chairman of the Informatica board. He had joined the board when Informatic went private.
- Doug Barnet takes over as chief financial officer. He had worked previously at TriZetto.

Informatica calls itself "the world's number one independent software provider focused on delivering transformative innovation for the future of all things data."

It is expanding headcount in the Triangle, building off the acquisition of Strikelron in June 2014.

"As such seasoned leaders in their respective fields, Jim Davis and Doug Barnett will add tremendous value to our leadership team," Chakravarthy said in announcing the changes.

“Both Jim and Doug are joining Informatica at the ideal time and each brings a strong track record of performance and a wealth of practical experience. Their background and expertise will be instrumental as we enter the next phase of growth for the company and help our customers realize business value from all things data.”

Informatica on Davis

FYI, here's what Informatica had to say about Davis:

"Most recently, Davis was the executive vice president and chief marketing officer of SAS, the leading provider of analytics solutions, where he was responsible for the global strategic direction and marketing vision for SAS products, solutions and services. Davis was responsible for the SAS brand and also oversaw a number of operational business units at SAS. He helped lead the transformation of SAS from a tools vendor to the software solutions provider it is today. As an industry thought leader and spokesperson for SAS, Davis played a key role in showing customers the business value in their data. He co-authored the book, *Information Revolution: Using the Information Evolution Model to Grow Your Business*, which outlines how data can be optimally used as a corporate asset and help organizations compete on a global scale. Davis joined SAS in 1994 and has held a number of functional and leadership roles over the last 21 years at SAS."



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