NEWS RELEASE

SaaS Industry Leader Scott Olrich Joins DocuSign as Chief Strategy & Marketing Officer

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SAN FRANCISCO, April 6, 2017 /PRNewswire/ -- DocuSign announced today that Scott Olrich has joined the company as chief strategy and marketing officer. Previously, Olrich served as president of Responsys where he helped transform and scale the business from private startup to the leading cross-channel marketing automation platform globally and a publicly traded company. Olrich brings 25 years of leadership and a proven track record of driving innovation, market adoption and hyper growth across the technology and Software-as-a-Service (SaaS) industries to the new role at DocuSign.

"Digital Transaction Management (DTM) and eSignature have become two of the largest drivers and enablers of organizations moving to the cloud as part of their digital transformations," said Olrich. "As the pioneer, global standard and clear market leader for both DTM and eSignature, no company is better positioned than DocuSign to help businesses of every size and industry achieve success in the digital age. The market opportunity ahead of DocuSign remains massive and I'm thrilled to be joining the company in what are still the early innings."

"Time and again, Scott's vision and leadership have proven instrumental in empowering customers for success, creating a great place to work for employees, and driving hyper growth," said Dan Springer, CEO of DocuSign. "I'm delighted to see Scott joining the DocuSign family, adding to the already high caliber of talent across our team."

"Scott has a long history of building market categories and creating lasting value for customer and investors alike," said Pete Solvik, DocuSign board member and managing partner at Jackson Square Ventures. "I've seen the positive influence of Scott's strategic insights, leadership and expertise on business results first hand as a senior executive at our prior portfolio company Responsys for more than ten years. I look

forward to his impact in bringing the power of DocuSign's DTM platform and eSignature service to more customers around the world."

After leading the sale of Responsys to Oracle for $1.6 billion and prior to joining DocuSign, Olrich served as an advisor and board member for leading private companies in Silicon Valley. Before that, Olrich held a variety of senior management roles over his ten years at Responsys, including president of marketing and platform, chief marketing and sales officer and CMO. During his tenure, he was named one of The CMO Institute's Top 10 U.S. CMOs in 2011. Prior to joining Responsys, Olrich held strategy, sales, marketing and product management roles at Topica, Inc., Spark Online, Accenture and Xerox. He has a Bachelor of Science in Business and Finance from San Diego State University.

To learn more about career opportunities at DocuSign, please visit **http://www.docusign.com/careers**.

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