



Manhattan Associates Announces Appointment of Katie Foote as Chief Marketing Officer

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ATLANTA--(BUSINESS WIRE)--Jan. 12, 2026-- [Manhattan Associates Inc.](#) (NASDAQ: MANH) today announced the appointment of Katie Foote as its Senior Vice President and Chief Marketing Officer. A seasoned executive, she brings extensive experience in leading marketing and brand awareness and driving growth for technology companies.

In this role, she will lead Manhattan's global marketing organization, overseeing brand, product marketing, communications, and go-to-market strategy to support the company's next phase of growth.

"Katie is a proven leader who understands how to scale marketing into a true growth engine," said Eric Clark, CEO of Manhattan Associates. "Her ability to unite brand, growth pipeline, and customer impact, while building strong, people-first teams, makes her the ideal leader to help us accelerate our momentum and further expand our market leadership."

Most recently, Foote served as Chief Marketing Officer at CaptivateIQ, where she played a central role in the company's enterprise transformation and product expansion. During her tenure, she repositioned the company as a multi-product Sales Performance Management platform and led a comprehensive brand transformation.

"I'm thrilled to join Manhattan at such an exciting time to further accelerate their market-leading growth rates and partner with an incredibly talented team to help shape what's next for the company," said Katie Foote. "The opportunity to strategically guide a resilient, modern marketing engine while staying deeply connected to customers and culture is motivating."

Previously, Foote was CMO at Drift, where she led global marketing during a pivotal transformation period, driving renewed enterprise adoption and double-digit pipeline growth while improving marketing efficiency. Earlier in her career, she spent more than seven years at Salesforce, advancing through senior leadership roles across revenue marketing, customer marketing, and strategic initiatives.

Foote is a frequent industry speaker and advisor, with a focus on AI-driven marketing innovation, go-to-market efficiency, and leadership development. She is also a passionate advocate for women in leadership and purpose-driven work.

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ABOUT MANHATTAN ASSOCIATES

Manhattan Associates is a global technology leader, providing supply chain and omnichannel commerce solutions with unmatched AI capabilities. We design, build and offer best-in-class, AI-powered, cloud-based solutions that drive resilience and efficiency for businesses. We enable enterprises to uniquely unify front-end sales with back-end supply chain execution.

Our commitment to innovation, cloud-native platform and API-first architecture create simpler experiences and faster paths to value for our customers. We empower them to preempt and react to emerging trends and global disruptions with technical expertise and operational confidence, transforming challenges into competitive advantage. For more information, please visit www.manh.com.

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