

Akeneo's Chief Strategy & Marketing Officer, Kristin Naragon, appointed as MACH Alliance Board Member

Boston, MA | 5 July 2023 -- [Akeneo](#), the Product Experience company, today announced that following a successful candidacy campaign, its Chief Strategy & Marketing Officer, Kristin Naragon, has been appointed as a Board Member of the [MACH Alliance](#), a group of independent tech companies which champion open, best-of-breed technology ecosystems.

Launched in 2020, the MACH Alliance is a vendor-neutral institution that provides resources, education and guidance through industry experts to support companies on their journey to MACH (Microservices, API-First, Cloud-Native SaaS, Headless) as composable technology adoption increases. As the global leader in Product Information Management (PIM) and Product Experience Management (PXM) solutions, Akeneo was certified as a member of the MACH Alliance in 2022, joining an Independent Software Vendor (ISV) member.

The MACH Alliance board comprises industry leaders, across varying business functions and geographies to ensure diverse representation across its membership and board elections take place each year. Kristin joins alongside three new members to the MACH Alliance executive board – Bloomreach's CMO Amanda Elam, Amazon Web Services' Krithika Ganesamoorthi, and Jen Jones, CMO at commercetools, as well as Contentstack's Jasmin Guthmann, who was re-elected for a second term.

Casper Rasmussen, President of the MACH Alliance, commented: "We are looking forward to onboarding fresh thinking, new energy, and to welcome new individuals to our executive team. With this leadership team in place from August, we have the exclusive opportunity to really propel awareness, education and the advancement of MACH to the next level."

During her two-year term, Kristin will dedicate her time in the role to exploring ways in which MACH principles could become more widely known, understood, and adopted in the U.S. market, channelling her extensive experience in helping European tech firms break into the U.S. to help MACH go mainstream within North America.

“As the largest software market in the world, the US is perfectly primed to embrace MACH principles, and it will be my mission to make that a reality,” said Kristin Naragon, Chief Strategy & Marketing Officer at Akeneo. “As the industry globally evolves at pace against a backdrop of economic headwinds, this expedites the need for clear and consistent education within the market on how to leverage MACH principles to incrementally free businesses from legacy monoliths and unlock growth.”

About Akeneo

Akeneo brings a complete and composable SaaS-based solution for managing, orchestrating, activating, and optimising the entire product record in order to drive compelling and consistent product experiences across all owned and unowned channels and routes-to-market. With its open platform, leading PIM for product data and asset management, and ecosystem connectivity with Akeneo App Store, Akeneo Product Cloud empowers commerce businesses to deliver world-class product experiences that unlock growth.

Leading global brands, manufacturers, distributors, and retailers, including Thrasio, Staples Canada, boohoo, and Air Liquide trust Akeneo to scale and customise their omnichannel commerce initiatives. Using Akeneo Product Cloud, brands and retailers can activate product experiences in any channel, therefore driving improved customer experiences, increased sales, reduced time to market, accelerated expansion, and increased team productivity.