



## Alkami Appoints Allison Cerra as Chief Marketing Officer

February 22, 2021

(February 22, 2021) — Alkami Technology, Inc. (“Alkami”), a leading cloud-based digital banking solutions provider for U.S.-based financial institutions (FIs), announced today Allison Cerra is joining the company as Chief Marketing Officer (CMO). Cerra will report to Alkami Chief Executive Officer Mike Hansen as a member of the Office of the Chief Executive and lead all marketing activities of the company.

Cerra comes to Alkami from Hewlett Packard Enterprise (NYSE: HPE) where she led the company’s global field marketing division, transforming it into a digital-first, data-centric organization.

Prior to joining HPE, she served in a multitude of marketing leadership roles with companies including McAfee, Alcatel-Lucent, Frontier Communications and Verizon.

Cerra is an award-winning marketing executive earning recognitions from the Dallas/Fort Worth American Marketing Association including “CMO of the Year” and “Top Researcher of the Year.” She has also been named an *Advertising Age* “Woman to Watch.” Additionally, Cerra has authored and co-authored several books exploring the intersection of technology, economy and culture.

“I am thrilled to have someone of Allison’s caliber and talent join Alkami and the OCE,” Hansen said. “Allison is a proven marketing and business leader with a record of success in launching innovative products, repositioning brands in disruptive markets and generating demand to capture market share. She is a remarkable addition to Alkami’s leadership team.”

Cerra commented, “Alkami’s success in reshaping the modern banking landscape is quite extraordinary. Combining this with their intentional passion and commitment to a culture of courageous innovation and trusted accountability makes this a very compelling and exciting opportunity. It’s an honor to add my technology and marketing expertise to help empower and enable Alkami’s remarkable clients to compete and achieve the highest levels of digital success.”

Cerra replaces Stephen Bohanon, who was interim CMO since September 2020 following the departure of Alkami’s former CMO.