

INAP and SmartBear Software VPs Join Monetize! Silicon Valley Line-Up

VP's TJ Waldorf of INAP and Jennifer Mahoney of SmartBear Software to speak at Monetize! Silicon Valley, the west coast's premier Net Promoter® conference

August 28th, Boston, MA—After the success of Monetize! Boston, CustomerGauge, the leading SaaS provider of Monetized Net Promoter solutions, is taking their retention message to the heart of Silicon Valley.

However, they aren't going it alone. In addition to being joined by former CEO of Black Duck, Lou Shipley, who participated in the agenda at Monetize! Boston, CustomerGauge has added a number of new heavy hitters from the technology space to their Monetize! Silicon Valley event:

When it comes to hosting an event—CustomerGauge says “leave it to the locals.” Silicon Valley pundit [Robert X. Cringely](#) was one of the first 100 employees at Adobe Systems, Apple, and Cisco. For the last 30+ years, he has been writing about the Valley for InfoWorld, Forbes, Inc., and Worth magazine. And now, he's this year's host at [Monetize! Silicon Valley](#).

In addition to this Silicon Valley veteran, CustomerGauge also welcomes two experts at the forefront of retention and NPS® in the tech space. First up, TJ Waldorf, VP of Global Marketing at [Internap Corporation \(NASDAQ: INAP\)](#). Prior to his role at the IT powerhouse, TJ was instrumental in managing the NPS and customer retention program at SingleHop. This September, he'll share the importance of tactics to minimize churn and retain customers—using his own experience now and during the acquisition of SingleHop by INAP.

Finally, CustomerGauge welcomes a leader in the technology sector and a topic close to the industry's heart: VP of Customer Success at [SmartBear](#), Jennifer Mahoney. While at SmartBear, Jennifer has grown the Customer Success team into a global organization, with staff in Boston, Galway and Melbourne. At Monetize! Jennifer will discuss how she helped SmartBear develop a robust and profitable customer retention program by concentrating on customer satisfaction.

If you'd like to learn more about this year's event, and how to register go to https://customergauge.com/monetize_2018_siliconvalley.

About CustomerGauge

CustomerGauge is a software-as-a-service platform that helps clients improve and monetize the customer experience. The system automatically measures and analyzes feedback, reduces churn through close-loop tools, and helps retain customers using the industry-standard metric Net Promoter System. Results are published and analyzed in real-time, using a highly customizable reporting tool, making it ideal for global enterprises. For more information, visit www.customergauge.com.

About INAP

Internap Corporation (NASDAQ: INAP) is a leading provider of high-performance data center services, including colocation, cloud and network. INAP partners with its customers, who range from the Fortune 500 to emerging start-ups, to create secure, scalable and reliable IT infrastructure solutions that meet the customer's unique business requirements. INAP operates in 56, primarily Tier 3, data centers in 21 metropolitan markets and has 99 POPs around the world. INAP has over 1 million gross square feet in its portfolio, and nearly 600,000 square feet of sellable data center space. For more information, visit www.inap.com.

About SmartBear

SmartBear creates the software tools that development, testing, and operations teams use to deliver the highest quality and best performing software possible, shipped at seemingly impossible velocities. With products for code review, API and UI level testing, and monitoring across mobile, web and desktop applications, SmartBear equips every member of your team with tools to ensure quality at every stage of the software cycle. For more information, visit www.smartbear.com.

ABOUT CUSTOMERGAUGE

CustomerGauge is a software-as-a-service platform that helps clients improve retention, using Customer Success and Net Promoter® methodologies. The system automatically measures, analyses feedback and has close-loop tools to grow sales by retaining customers better. Results are published and analyzed in real-time, using a highly customizable and flexible reporting tool, which is scalable from small/medium companies up to global enterprises.

Founders Adam Dorrell (CEO) and Camilla Scholten (COO) launched the company in 2008. Headquartered in Amsterdam (base for all development and marketing), it has offices in Boston and a growing Asia/Pac business. Clients include Electrolux, Philips, WoltersKluwer, AEGON, Ziggo, Tommy Hilfiger, Melitta, H&R Block and Alphabet/BMW. CustomerGauge was recently recognized for its growth in the Deloitte Fast50 companies listing for 2015.

*Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

CustomerGauge

CustomerGaugenewsroom