

# **Brightflag Expands Partnership Strategy With New VP of Alliances**

Brightflag, the A.I.-powered legal spend management and matter management platform, today announced the hiring of John Joyce as Vice President of Alliances. This appointment will accelerate the company's plans to strengthen its partner community and present in-house legal teams with comprehensive solutions to their evolving business needs.

Having most recently led business development for document management and e-signature provider PandaDoc, Joyce brings more than 20 years of experience building strategic alliances with leading companies like Amazon, Microsoft, Salesforce, and Intuit. He will now lead Brightflag's global alliances strategy, simultaneously advancing existing relationships and driving new partner development.

Brightflag partners with a wide variety of strategic experts, such as UpLevel Ops, Mosaic Consulting, and Norton Rose Fulbright, and software providers, such as Coupa and Okta, to build compelling, fully-integrated customer experiences that deliver more value to all parties.