

Brightflag Strengthens Leadership Team with New VP of Marketing

Brightflag, the AI-powered legal spend management and matter management platform, today announced the appointment of Jill Altruda as the company's new Vice President of Marketing. Altruda will direct global marketing strategy for Brightflag, drive customer acquisition, and oversee all customer-facing communications. This move follows last month's \$28 million growth equity investment, led by One Peak.

Altruda comes to Brightflag with significant expertise in AI software, having most recently led product marketing for supply chain innovator LLamasoft through its \$1.5 billion acquisition by Coupa. Altruda has also held senior marketing positions at ProQuest and Truven Health Analytics, where she drove global go-to-market strategy in the information technology and healthcare industries.

According to the CLOC's 2020 State of the Industry Survey, 88% of legal departments rate their business intelligence skills as an "emerging" or "developing" competency. Altruda and the Brightflag team will focus much of their attention throughout 2021 on providing in-house legal teams with the tools and strategies they need to make meaningful progress in this area.