

# Salesforce, Zendesk Tap New Top Lawyers Amid Software Rivalry

“Salesforce.com Inc. and Zendesk Inc., competitors in the customer service software space, are starting 2021 with new general counsels,” reports Brian Baxter in *Bloomberg Law’s The United States Law Week*.

“Salesforce has promoted Todd Machtmes, executive vice president of commercial legal, while Zendesk has hired Shanti Ariker, a former member of the Israeli Defense Forces and one-time general counsel of Salesforce’s philanthropic arm.”

“Machtmes will assume his new position Feb. 1, the same day that the president and chief legal officer, Amy Weaver, becomes chief financial officer at Salesforce. Machtmes has spent nearly the past 16 years at the cloud-based software company, which he joined in 2005 after spending five years in-house at Adobe Systems Inc.”

“Ariker takes over from Hasani Caraway, who left Zendesk in November to become the first in-house legal chief at software startup Notions Labs Inc.”

***Read the article.***