



NEWS RELEASE

## Former Univision SVP Cynthia Ashworth Joins DocuSign as VP, Brand & Messaging

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SAN FRANCISCO, July 29, 2015 /PRNewswire/ -- DocuSign, Inc. (DocuSign®) announced that Cynthia Ashworth has joined the company as Vice President of Brand & Messaging reporting to Chief Marketing Officer, Brad Brooks. Ashworth joins DocuSign following four years at Univision Communications Inc. (UCI) where she served as Senior Vice President of Integrated Marketing, leading sales, marketing and branded entertainment for all of the company's media brands.

"DocuSign has a powerful brand that is near universally loved by customers and users alike for helping them transact business, secure approvals and get signatures on anything, anytime, anywhere, on any device – from parent permission slips to SMB contracts to the largest enterprise deals in the world," said Ashworth. "I'm thrilled to be guiding the next phase of DocuSign's brand experience as the global standard for Digital Transaction Management."

"We're fortunate to have a brand leader of Cynthia's caliber join the DocuSign team as we accelerate growth of The DocuSign Global Trust Network worldwide," said Brooks. "Cynthia's extensive experience developing integrated marketing strategies for consumer and B2B brands makes her a great asset as we look to expand DocuSign's customer base and deepen brand engagement across all of our audiences."

Prior to UCI, Ashworth served as Vice President of Consumer Engagement at Dunkin' Donuts where she led creative, media and digital innovation to support sales at the company's 6,000+ US restaurants. Previously, Ashworth held leadership roles at The Oxygen Network and creative agency Kirshenbaum Bond + Partners in New York. Ashworth received her MBA from University of Virginia's Darden School of Business and her BA from the University of Toronto.

To learn more about career opportunities at DocuSign, please visit <http://www.docusign.com/careers>.

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### About DocuSign, Inc.

DocuSign® is The Global Standard for Digital Transaction Management®. DocuSign helps more than 100,000 companies across nearly every industry and department make their digital transformation by putting an end to the paper chase. More than 50 million people in 188 countries turn to DocuSign to manage their most important transactions—digitally. DocuSign's DTM platform supports legally compliant signature processes tailored to meet requirements globally with localization in 43 languages. Every day more than 50,000 new users join The DocuSign Global Trust Network to increase speed to results, reduce costs, enhance security and compliance, and delight clients with a secure digital experience. For more information, visit [www.docusign.com](http://www.docusign.com) or call 877.720.2040.

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