



NEWS RELEASE

World-Class Design Leader Catherine Courage Joins DocuSign as SVP of Customer Experience

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SAN FRANCISCO, July 15, 2015 /PRNewswire/ -- DocuSign, Inc. (DocuSign®) announced today that it has appointed Catherine Courage as its Senior Vice President of Customer Experience reporting to Chief Operating Officer, Gordon Payne.

Courage is a well-established writer and speaker in the experience space. She co-authored the book *Understanding Your Users* and her work on design thinking has been featured in *Harvard Business Review*, *The Wall Street Journal*, *Huffington Post*, *Fast Company*, and *TEDx*. She has received multiple awards, including being twice recognized by *Silicon Valley Business Journal* as one of 2011's "40 under 40" and 2013's "Women of Influence."

"Catherine is a longtime pioneer in leading organizations to successfully drive customer-focused innovation to create products and experiences that delight customers," said Payne. "Catherine's leadership and vision around customer experience will ensure we bring best-in-class, user-focused DTM solutions to customers around the world to accelerate the growth of The DocuSign Global Trust Network."

"I'm thrilled to join DocuSign during such a period of rapid worldwide expansion as the global standard for Digital Transaction Management," said Courage. "I look forward to building upon DocuSign's track record of industry innovation centered around the customer and helping our customers achieve digital transformations."

Courage joins DocuSign following six years as SVP of Customer Experience at Citrix where she led its company-wide customer experience initiative with responsibilities covering brand, social, web, product design, information experience, and business process reinvention – all to drive adoption and loyalty among customers, partners, and employees. Courage also served as the company's Vice President of Product Design leading the team responsible

for delivering user interface designs, providing user experience education, driving seamless experiences across product lines, and supporting design thought leadership and execution companywide.

Before joining Citrix, Courage was the founding member of the experience team at Salesforce.com. She received her MA in applied sciences from the University of Toronto and currently sits on boards of trustees for both the California College of the Arts and the Leukemia and Lymphoma Society.

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 or call 877.720.2040.

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