

# Smartsheet Appoints Enterprise Tech Leader Helen Masters as Managing Director of APJ

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Masters brings 25 years of experience to Smartsheet, where she will be responsible for growth acceleration in the APJ region

SYDNEY--(BUSINESS WIRE)-- Smartsheet Inc. (NYSE: SMAR), the enterprise work management platform, today announced the appointment of Helen Masters as Managing Director of APJ. Masters will be responsible for driving the continued growth of Smartsheet across Asia Pacific and will work closely with customers and partners to help manage mission-critical work and achieve success.

Helen Masters, Managing Director of APJ at Smartsheet (Photo: Business Wire)

Companies of all sizes, including 85% of the 2024 Fortune 500 companies, partner with Smartsheet to strategically manage projects,

aggregate and analyze complex data, automate workflows, and innovate at scale. Connecting people and information across all teams and organizations, Smartsheet fuels synchronous and asynchronous work collaboration to boost innovation and productivity.

“Building a strong leadership team of proven experts is the foundation for continuous growth in an organization. Helen has an established track record of driving transformation and scale. In addition, she has the business acumen and experience to build a culture of collaboration, alignment, and accountability,” said Max Long, President, Go-To-Market, Smartsheet. “I look forward to watching her progress our key initiatives in the region and further enhance the value we provide to the world’s largest organizations.”

Masters is an experienced, performance-driven business leader with over twenty-five years of expertise in

delivering high-impact enterprise software solutions and providing exceptional customer experiences across industries. Before joining Smartsheet, Masters was the Executive Vice President and GM International Sales for Ivanti, managing international teams and partners and making a tangible difference for the company, its customers and the market. Prior to this, Masters drove sales performance and implemented partner programs at Infor, Cisco Systems and SAP.

“I am delighted to join Smartsheet at such a pivotal moment in the company’s trajectory. Its unique solutions offer enormous value for organizations looking to enhance workforce collaboration and adopt innovative tools such as AI to improve work management flexibility and efficiency in a shifting workplace landscape,” said Masters. “I look forward to partnering with the entire Smartsheet team to drive the next phase of Smartsheet’s growth in the region.”

This announcement comes on the heels of the company’s second sold out **ENGAGE Customer Conference** in Seattle, where Smartsheet leaders **unveiled** a revamped user experience and the platform’s most powerful features to date. Founded in 2005 in the US, Smartsheet’s Sydney office opened in early 2020 and the company has nearly 13.5 million Smartsheet users globally, across 100,000 organisations in 190 countries.

## About Smartsheet

Smartsheet is the modern enterprise work management platform trusted by millions of people at companies across the globe, including approximately 85% of the 2024 Fortune 500 companies. The category pioneer and market leader, Smartsheet delivers powerful solutions fueling performance and driving the next wave of innovation. Visit [www.smartsheet.com](http://www.smartsheet.com) to learn more.

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