

F5 Welcomes New Marketing and Technology Executives

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Mika Yamamoto Selected for New Chief Marketing & Customer Experience Officer Role, and Geng Lin Joins as Chief Technology Officer

SEATTLE--(BUSINESS WIRE)-- [F5 Networks](#) (NASDAQ: FFIV) today announced the appointment of two new executive vice presidents to its leadership team to oversee the company's marketing and customer experience initiatives, as well as its vision for technology and innovation.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190507005209/en/>



Mika Yamamoto, Chief Marketing & Customer Experience Officer, F5 Networks
(Photo: Business Wire)

In the newly created role of Executive Vice President and Chief Marketing & Customer Experience

Officer, Mika Yamamoto will be responsible for leading the company's marketing strategies across segments, channels, and geographies as F5 continues to evolve into a multi-domain and multi-platform business worldwide. She will also work to ensure customers remain at the forefront of the company's Digital Transformation initiative, with a special focus on their buying experience.

Yamamoto began yesterday, May 6th.

Starting July 1, 2019, Geng Lin will take on the role of Executive Vice President and Chief Technology Officer, charged with setting the technical vision for the company. His focus will be on boosting F5's next-generation technological capabilities through organic and inorganic innovation, including advanced research initiatives and strategic partnerships.

"Both Mika and Geng bring to F5 deep expertise in their respective fields, as well as proven leadership for companies that have undergone business transformations as significant as our own," said F5 President and Chief Executive Officer François Locoh-Donou. "I'm confident that Mika and Geng will help accelerate F5's transformation to a multi-cloud applications services company."

Yamamoto comes to F5 with a long-standing track record of delivering enterprise marketing results. Prior to joining F5, she served as Global President of Marketo, where she led the company's go-to-market strategy after it was acquired by Adobe. She also previously served as Chief Digital Marketing Officer and CMO for SAP, and held leadership roles at Amazon, Microsoft, Gartner, and Accenture.

Lin arrives at F5 from J.P. Morgan Chase. There he served as Managing Director, Chief Development Officer and Head of Engineering for consumer and community banking, spearheading the development of the bank's next-generation, cloud-based banking architecture and application portfolio. As co-author of two books on cloud and data-intensive computing and a patent holder, Lin is a recognized expert in his field. He has previously served as CTO of Corporate Networks at Google, CTO of Network Business at Dell and CTO of Cisco's IBM Alliance.

Both Yamamoto and Lin will report directly to Locoh-Donou and will be based in Seattle.

About F5

F5 (NASDAQ: FFIV) gives the world's largest businesses, service providers, governments, and consumer brands the freedom to securely deliver every app, anywhere—with confidence. F5 delivers cloud and security application services that enable organizations to embrace the infrastructure they choose without sacrificing speed and control. For more information, go to f5.com. You can also follow [@f5networks](https://twitter.com/f5networks) on Twitter or visit us on [LinkedIn](#) and [Facebook](#) for more information about F5, its partners, and technologies.

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