“Working with AppDynamics and applying their solutions has greatly improved my team’s ability to monitor and service the consumer throughout their purchasing journey. This partnership with AppD has allowed Carhartt to showcase the transformative work we are doing to improve our consumers’ experience. This development has been invaluable for Carhartt in its mission to serve and protect hardworking people.”

John Hill
CIO, Carhartt
You’re an agent of change. A disruptor. An innovator. You have an incredible story to tell and we want to hear it. Welcome to the AppDynamics Customer Advocacy Program, an exclusive group of agents who drive digital transformation. These pioneers have overcome barriers, connected silos, and driven concrete business results.

We’re looking for people like you to share your story. At AppDynamics, customers are agents of transformation.

**Potential Benefits:**

- Publicity and exposure
- Polished, reusable content such as videos, case studies, and photography
- Networking opportunities
- Career advancement
- AppDynamics products and services
- High-profile speaking opportunities
In Good Company

Just a few of our advocates:

**John Hill**  
CIO, Carhartt

**Heather Abbott**  
Senior Vice President of Corporate Solutions Technology, Nasdaq

**Shilpa Dabke**  
Senior Director of Technical Operations, Financial Engines

**Doug Messick**  
Director of Engineering, CDK Global

From globally recognized brands:

- [vodafone](#)
- [BMW](#)
- [Kroger](#)
- [AirAsia](#)
- [Audi](#)
- [Ticketek](#)
- [Progressive](#)
- [BARCLAYS](#)
- [CARmax](#)
- [DreamWorks](#)
- [DIRECTV](#)
- [JUST EAT](#)
“As an advocate of AppDynamics, I’ve had the opportunity to further develop my personal brand, while championing the transformative work my team is doing at World Bank.”

Michael Makar
Senior IT Manager, World Bank
Our goal is to make participation simple. There is no upfront commitment. Simply determine which elements will give value to you and your business goals. Then share the details of your story with our team, and we’ll take it from there. Several options, like sharing a quote or a mini case study, only take a few minutes. Here are some other participation options:

- Share a publishable quote
- Be interviewed by one of our writers for a case study
- Speak at one of our world-class events
- Give an interview with an industry analyst
- Be a reference for a peer
- Speak with a member of the press
- Be the star of your own success story video
Success Awaits

Between advancing careers, building personal brands, driving awareness, and strengthening skills, our customer advocates have enjoyed tremendous benefits and exposure.
Getting Started

Are you ready to get your story out there? The first step is easy.

Contact us:
advocates@appdynamics.com

We’ll email you back, set up an introductory call, answer any questions, and handle all of the next steps. There is zero cost to participate. We don’t publish anything without your approval, and everything we make together you are welcome to use internally or externally. We can’t wait to hear from you.

Learn more:
www.appdynamics.com/advocates