



### **Bill.com appoints marketing VP**

Will lead branding, outreach initiatives

Software as a service provider Bill.com Inc. has named Jeff Schultz as its vice president of marketing.

Schultz joins Bill.com with more than 20 years of marketing, sales and development experience in the financial services industry. Most recently, he was senior vice president of worldwide marketing for Parlano, a division of Microsoft Corp. He also served as chief marketing officer for dot com company Divine Inc.

He also worked in senior-level marketing roles at Red Brick Systems, Platinum Technology and Abridean. He began his career at Andersen Consulting, which is now Accenture.

“His management style, experience evangelizing disruptive technologies and expertise in positioning are going to make a positive impact on our company,” Founder and Chief Executive Officer René Lacerte said in a statement.

Palo Alto, Calif.-based Bill.com provides on-demand, automated record keeping and financial service for businesses. Companies are able to store all documents, transactions and processes in one location.

In this new role, Schultz will manage [Bill.com](http://Bill.com)'s entire marketing initiatives to drive awareness and adoption. He spoke further with DailyVista on his appointment.

Areas of responsibility include product marketing, partnerships, online and digital initiatives, direct marketing, research, public relations, branding, events and more.

“Early priorities include refining messages from early customer feedback and expanding our go-to-market programs,” he said.

Schultz said that Bill.com has had an acting VP of marketing who will continue to act as a consultant to the company, but he is the first person to officially fill the role. Currently, the company drives brand awareness through various public relations and advertising programs.

“The company has received positive product reviews and several important awards,” he said. “We are also getting a lot of exposure through our partnership with (e-commerce site) CPA2Biz.”

He said moving forward, his priorities include a continued focus on product messaging, awareness and demand generation, with an additional structure put behind partnership programs.