



Silversmith Capital Partners Expands Advisory Board with Addition of Cindy Guerra Robbins As New Senior Advisor

BOSTON, MA – March 23, 2021 – Silversmith Capital Partners, a growth equity firm focused on supporting the best entrepreneurs in technology and healthcare, today announced that Cindy Guerra Robbins, former President and Chief People Officer of Salesforce, has joined the firm as a Senior Advisor. Cindy’s experience and perspectives on building healthy and diverse company cultures that facilitate success will support Silversmith’s portfolio companies as they scale teams and accelerate growth.

“During my time at Salesforce, I had the good fortune of benefiting from Cindy’s leadership. She helped the company understand the strategic role people and culture play in sustainable growth and she developed truly innovative programs around talent development and pay equity that have become models across the technology ecosystem,” said Sri Rao, General Partner of Silversmith. “At Silversmith, we partner with founders of product-led growth companies with ambitions to make a difference. Building strong teams is critical to their success and it requires an intentional focus on fostering a people-first environment. We are grateful to have Cindy on our team to help our portfolio companies navigate this important work.”

“As I have gotten to know the Silversmith team, I have been so impressed with the collaborative approach they take when partnering with entrepreneurs and the focus on a team and values-based culture they built the firm on,” said Guerra Robbins. “People are among a company’s greatest assets and play a critical role in accelerating growth. I look forward to working with the talented entrepreneurs and founders in the Silversmith portfolio as they continue to scale.”

Cindy is an independent board director, corporate advisor, and senior executive with 20+ years of experience counseling CEOs and other senior executives. As President and Chief People Officer of Salesforce until 2019, she designed and oversaw a global workforce that became a model of innovative corporate culture, and was instrumental in making Salesforce an equal-pay pioneer, one of the world’s most admired companies, and one of the best places to work.

Cindy joined Salesforce as a recruiting manager in 2006 and rose quickly by working with business units around the world to optimize their talent and workforce strategies. In 2013, she led a study that motivated CEO Marc Benioff to rebalance gender pay across the company and pushed companies across the industry to address the issue. Cindy’s leadership enabled Salesforce to onboard thousands of employees and integrate global talent successfully. She helped Salesforce become one of Glassdoor’s Great Places to Work and reach No.1 on Fortune’s list of 100 Best Companies to Work For.

Cindy currently serves on the boards of ActiveCampaign, a Silversmith portfolio company since 2016, and Year Up, a non-profit organization that trains diverse young people and pairs them with major companies for internships and jobs, and Path Forward.ORG, which helps people restart careers after caregiving and helps companies employ non-traditional talent. She learned from her father, a former farmworker, and her mother, a real estate broker, to be ambitious and seek sponsors she can learn from and, in turn, help others. Cindy is the first in her family to graduate from college, with a B.S. in Political Science from Santa Clara University.

About Silversmith Capital Partners

Founded in 2015, Silversmith Capital Partners is a Boston-based growth equity firm with \$2.0 billion of capital under management. Silversmith’s mission is to partner with and support the best entrepreneurs in growing, profitable technology and healthcare companies. Representative investments include ActiveCampaign, Appfire, Centauri Health Solutions, DistroKid, Impact, LifeStance Health, MediQuant, Panalogo, Unily, Validity, and Webflow. The partners have over 75 years of collective investing experience

and have served on the boards of numerous successful growth companies including ABILITY Network, Archer Technologies, Dealer.com, Liazon, Liberty Dialysis, MedHOK, Passport Health, SurveyMonkey, and Wrike. For more information about Silversmith, please visit www.silversmith.com.

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