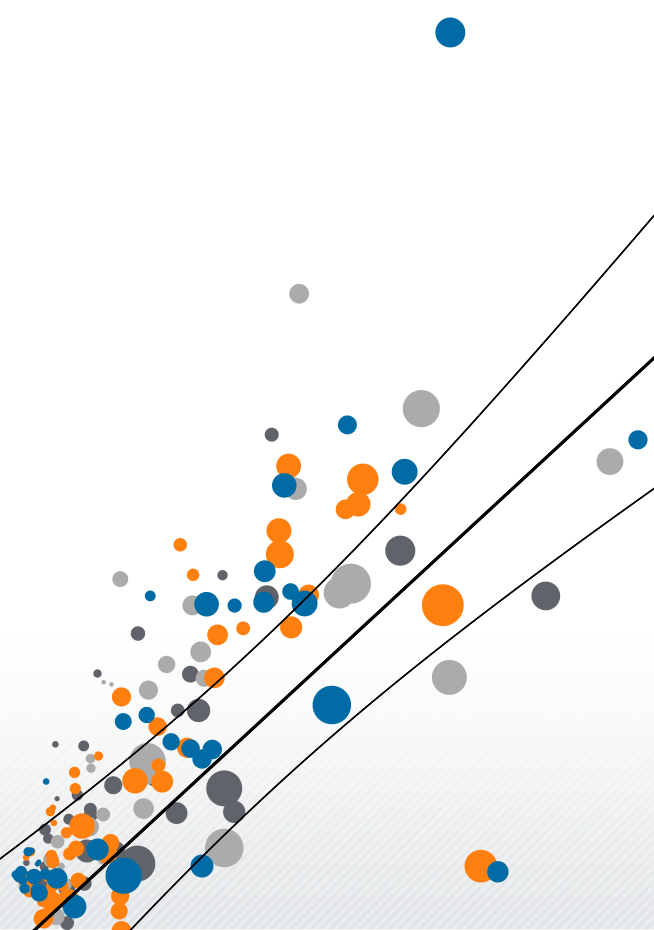


Tableau Software Vice President, Sales — Americas

Position Specification



Origins: It started in 2003 with three people who shared a passion for data: a brilliant computer scientist, an Academy-Award winning professor, and a savvy business leader experienced in the ways of data analysis. They came together to solve one of the most challenging problems in software – making databases and spreadsheets understandable to ordinary people. These were the fundamental **ingredients for Tableau.**

Headquarters: Seattle, WA

Domestic and Global Offices: Kirkland, WA, Menlo Park, CA, Austin, TX, London, England, Singapore, Tokyo, Japan, and Dublin, Ireland.

Website: www.tableausoftware.com

Focus: Tableau Software is one of the fastest growing technology companies in the world, with 100% annual sales growth in recent years. Tableau makes fast analytics and visualization products that help people see and understand data. The company is on its way to becoming a large, market-defining company in the business analytics industry and is next in a long line of high profile Stanford spinouts (e.g., Google, Yahoo, VMWare). Customers of all sizes use our products, from Fortune 500 companies, to video game designers, to scientists in the jungles of Central America, to high school principals. Our software is for anyone with data and questions! Additionally, Tableau's web products (www.tableaupublic.com) are used by bloggers, journalists, and major media web sites to share data online as interactive visualizations.

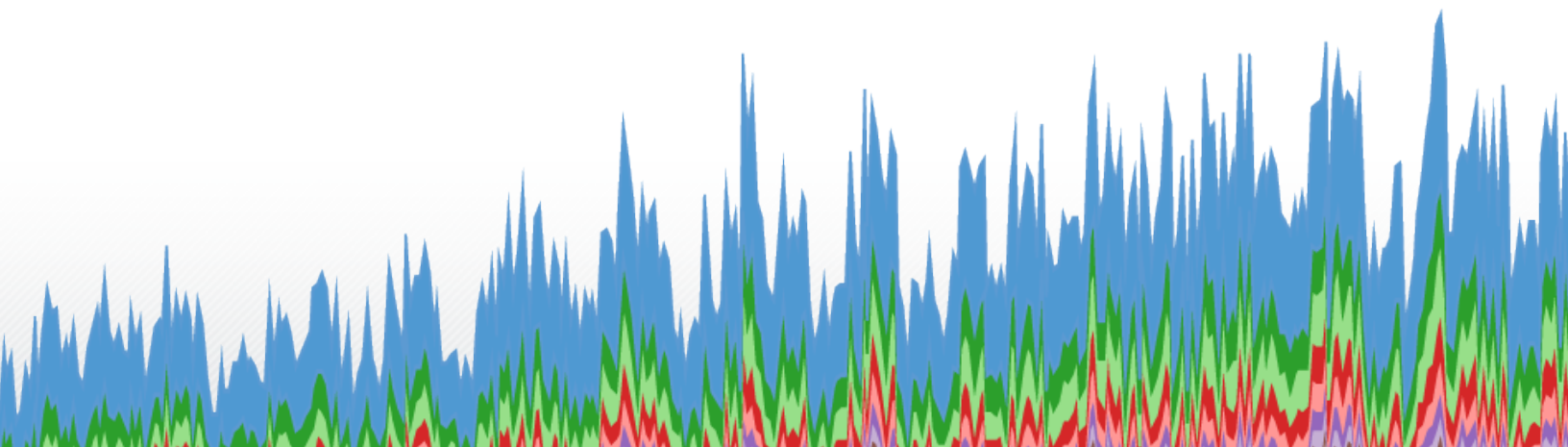
Position Opportunity: The successful candidate will have one of the true great sales leadership positions of our time: leading a high-performing sales team, selling into a massive market with a much lauded and broadly loved product that solves some of the greatest problems facing modern organizations today. And yet, the journey has only just begun.

Reports to: Kelly Wright, Executive Vice President of Sales

Direct Reports: Vice President, North America Enterprise Sales
Vice President, North America Commercial Sales
Vice President, Latin America
Director, Americas Enterprise Sales Consulting
Director, Americas Commercial Sales Consulting

Location: United States

Compensation: Competitive salary, aggressive on-target earnings package and significant equity participation.



Company Overview

Our mission is to help people see and understand data.

<http://mission.tableausoftware.com/>

Our products dramatically reduce the complexity, inflexibility and expense associated with traditional business intelligence applications.

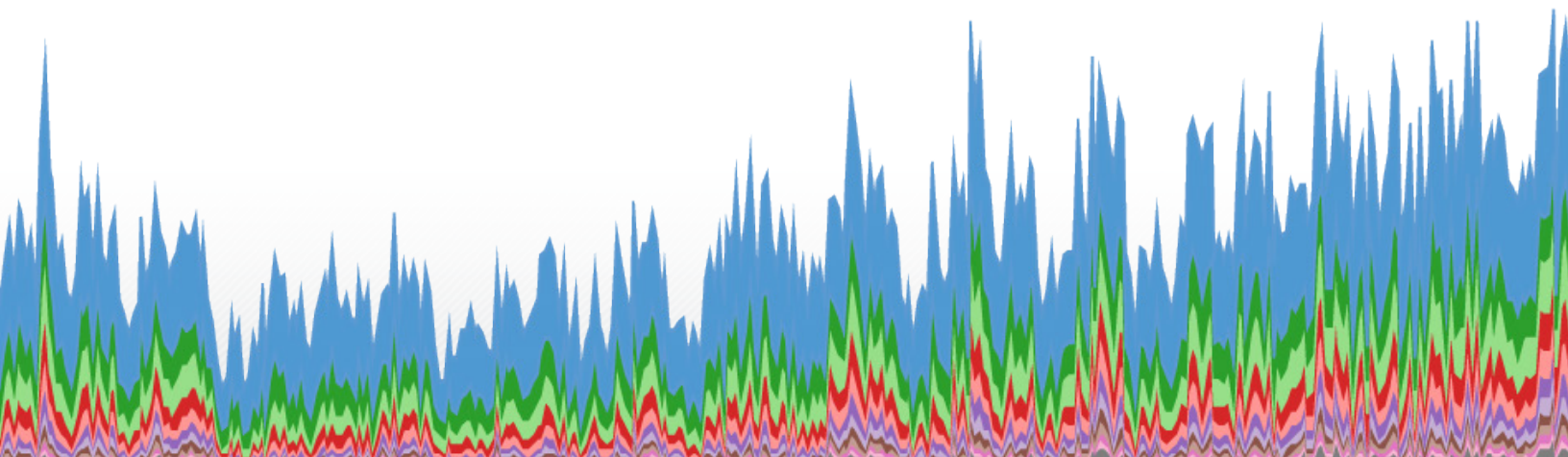
We are democratizing the use of business intelligence software by allowing people to access information, perform analysis and share results without assistance from technical specialists. By putting powerful, self-service analytical technology directly into the hands of people who make decisions with data, we can accelerate the pace of informed and intelligent decision making. This can enable our customers to create better workplaces, with happier employees who are empowered to more fully express their ingenuity and creativity.

Our products are used by people of diverse skill levels across all kinds of organizations, including Fortune 500 corporations, small and medium-sized businesses, government agencies, universities, research institutions and non-profits. Organizations employ our products in a broad range of use cases such as increasing sales, streamlining operations, improving customer service, assessing quality and safety, managing investments, studying and treating diseases, completing academic research, addressing environmental crises and improving education. Our products are flexible and capable enough to help a single user on a laptop analyze data from a simple spreadsheet, or to enable thousands of users across an enterprise to execute complex queries against massive databases.

Tableau's core IP and patent portfolio are built around a proprietary technology called VizQL (Visual Query Language). VizQL is a visual query language that translates drag-and-drop actions into data queries and then expresses that data visually. VizQL delivers dramatic gains in people's ability to see and understand their data by abstracting the underlying complexities of query and analysis. The result is an intuitive user experience that lets people answer questions as fast as they can think of them. We believe that VizQL represents a foundational advancement in the area of data analysis and visualization. <http://goo.gl/IF7kn>

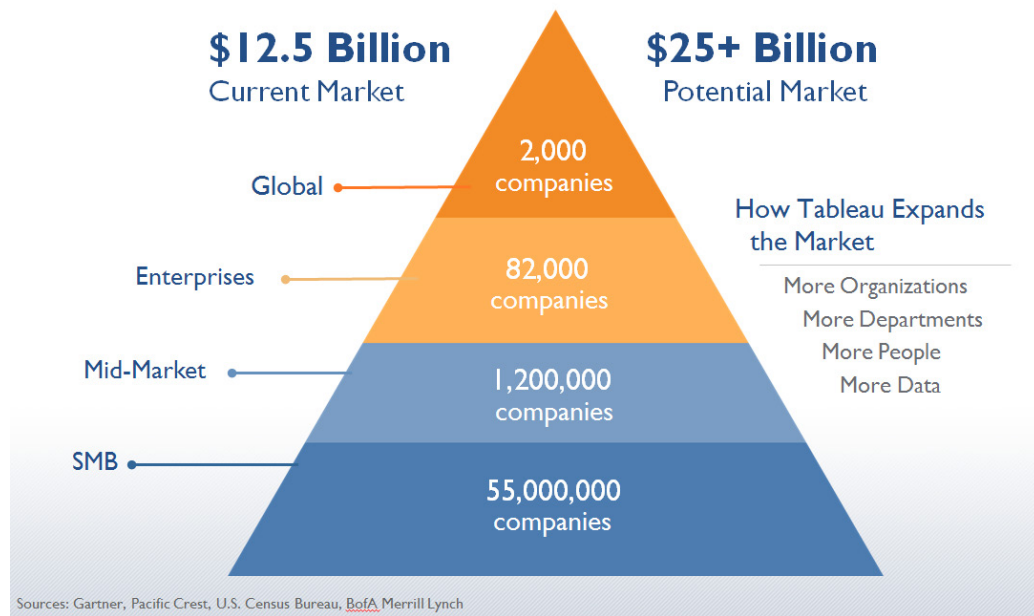
We make three key products, **Tableau Desktop**, a self-service, powerful analytics product for anyone with data, **Tableau Server**, a business intelligence platform for organizations, and **Tableau Public**, a free cloud-based platform for sharing public data. As of our latest release, Tableau 8.0, we also provide APIs to help customers integrate with enterprise systems.

<http://www.tableausoftware.com/products>



Addressable Market

One of the largest categories of enterprise technology



Sales Strategy

Our sales strategy is based on a “land and expand” business model and is designed to capitalize on the ease of use, low up-front cost and collaborative capabilities of our software. Our products tend to be adopted at a grassroots level within organizations, often beginning with a free trial, and then spread across departments, divisions, and geographies via word-of-mouth and the discovery of new use cases.

Over time, as these self-service analytics solutions are deployed throughout customer organizations and adopted as a strategic technology platform, it increasingly supplants legacy technologies in new and existing projects. As this occurs, organizations limit spending associated with deploying legacy business intelligence technologies, including the procurement of expensive high-end hardware systems, large data integration and warehousing projects, professional services, support and training. This presents additional opportunity for this new class of solutions in the core business intelligence market.

Market Opportunity

The current market for business intelligence is conservatively sized at \$12.5 billion. But we, and others like us, believe that is far from the reality. By helping people of any skill level use data of any type in virtually any-sized organization, we see a clear path to a \$25+ billion market. When anyone and everyone can use Tableau to get fast answers from data to even their most casual questions, the size

of our market is limited only by the creativity of our end users.

Gartner, the world's leading IT industry analyst firm, clearly recognizes the market opportunity in front of Tableau. They placed Tableau as a "Leader" in its 2013 Magic Quadrant for Business Intelligence and Analytics Platforms citing that "customers love to use and competitors love to imitate" our products.

But the praise didn't stop there. Gartner cited ease of use for end users and developers, as well as functionality, as the key reasons customers choose Tableau over our competitors.

"Customers continue to be exuberant with Tableau, particularly around its core differentiators — making a range of simple to complex types of analysis accessible, easy and fun for the business user."

"...Tableau's product quality ratings continue to be at the top of the survey, with an above-average percentage of Tableau's customers reporting that there are 'no product issues to broader deployment,' which is a key measure of satisfaction with customer experience.

"The combination of these results explains Tableau's strong Ability to Execute position, despite its relatively small size when compared with other Leaders."

Our potential is unparalleled.

Products & Technology

Tableau currently has three product lines:

TABLEAU DESKTOP

Tableau Desktop helps knowledge workers make sense of the many kinds of data they encounter every day. The defining capability of Tableau Desktop is the interactive experience it provides for exploring and analyzing data. The result is a self-service analytics environment that empowers people to access and analyze data independently and at a rapid pace. <http://www.tableausoftware.com/products/desktop>

TABLEAU SERVER

Tableau Server is a powerful business intelligence platform with enterprise-class data management, scalability and security. The collaborative features of Tableau Server are designed to foster more sharing of data to improve the dissemination of information across an organization and promote improved decision-making. <http://www.tableausoftware.com/products/server>

TABLEAU PUBLIC

Tableau Public is a free cloud-based version of our product suite that is available for anyone to use with public data. Tableau Public has been used by thousands to make public data easy to see and understand. The data is as diverse as local government budgets, school performance, economic policy, sports statistics and box office trends. We launched Tableau Public to serve two primary business purposes. First, this service generates greater awareness of Tableau and increases community engagement. It is also an important source of user research and enables us to test new product features. <http://www.tableausoftware.com/products/public>

Leadership Highlights



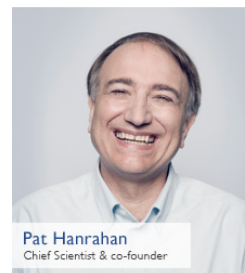
Christian Chabot is CEO and Co-founder of Tableau Software, one of the fastest growing analytics companies in the world. Christian co-founded Tableau and has led the company to eight consecutive years of record sales and customer growth. Prior to Tableau, Christian was with Softbank Venture Capital, where he specialized in enterprise software. Before Softbank, Christian was CEO and co-founder of BeeLine Software, a pioneer of next-generation digital mapping technology. BeeLine was acquired by Vicinity Corporation (NASDAQ: VCNT). Christian started his career as a data analyst at Cornerstone Research, an economic consulting firm, where he first became a bona fide data geek. He is the author of *Understanding the Euro: The Clear and Concise Guide to the Trans-European Currency* (McGraw-Hill, 1998), which he wrote as a Robert Bosch Foundation Fellow. He holds an MBA from Stanford University, an M.Sc from the University of Sussex, and a BS from Stanford's School of Engineering.

When asked why he co-founded Tableau, he answers simply, "Making data easy to see and understand is one of the great opportunities of our time."



Chris Stolte is Tableau Software's Chief Development Officer and is responsible for product strategy, product design and engineering. Prior to co-founding Tableau, Chris spent six years researching the analysis and exploration of multidimensional databases at Stanford University, culminating in the Polaris system which was the basis for Tableau's first products. This research resulted in fourteen landmark research publications and two large-scale visualization systems. Chris was also the CTO and co-founder of BeeLine Systems, a visualization software company that developed a revolutionary map rendering system and was purchased by Vicinity Corporation (NASDAQ: VCNT). Chris is a co-inventor on five software patents related to information visualization. He holds a Ph.D. in Computer Science from Stanford University, and a B.S. in Computer Science from Simon Fraser University.

Chris's early career as a database programmer helped him see the problems with existing analytical tools. "I remember writing programs that helped people get data directly in just a few minutes, where they used to wait a few weeks. I was astounded by their responses – they were shocked at being able to get the data so quickly and grateful they could do it themselves. I've never forgotten that."



Pat Hanrahan is Tableau Software's Chief Scientist. He is also the CANON Professor of Computer Science and Electrical Engineering at Stanford University, where he teaches computer graphics. His current research involves visualization, image synthesis, and graphics systems and architectures. Before joining Stanford he was a faculty member at Princeton. Pat has also worked at Pixar where he developed volume rendering software and was the chief architect of the RenderMan Interface – a protocol that allows modeling programs to describe scenes to high quality rendering programs. Pat has received two Academy Awards for Science and Technology, the Spirit of America Creativity Award, the SIGGRAPH Computer Graphics Achievement Award, the SIGGRAPH Stephen A. Coons Award, and the IEEE Visualization Career Award. He is a member of the National Academy of Engineering and the American Academy of Arts and Sciences.

When asked what makes Tableau unique, Pat answers, "Tableau's center is really about answering questions with data. A lot of data visualization research is really about making pretty pictures, but we worked with psychologists and graphic designers to understand how people deal with visual data and process it. We create pictures that answer questions, but we do it for businesses that want to know things about their own metrics."



Tom Walker is Tableau Software's Chief Financial Officer. He is responsible for finance, operations, administration, human resources, and IT functions at Tableau. Tom brings over 17 years of experience in finance, operations, strategic planning, and acquisitions. Prior to joining Tableau in 2004, he held finance positions at private and public companies including Time Warner and IDG Books (since acquired by John Wiley and Sons). He holds a bachelor's degree in finance from Arizona State University, and a master's degree in business administration from Baruch College.

Tom was Tableau's first customer. "When I saw how Tableau helped my previous company with its data analytics challenges, I knew I had to be part of this company."



Elissa Fink is Tableau Software's Chief Marketing Officer. With 20+ years helping companies improve their marketing operations through applied data analysis, Elissa has held executive positions in marketing, business strategy, product management, and product development. Prior to Tableau, Elissa was EVP Marketing at IXI Corporation, now owned by Equifax. She has also served in executive positions at Tele Atlas (acquired by TomTom), TopTier Software (acquired by SAP), and Nielsen/Claritas. Elissa also sold national advertising for the Wall Street Journal. She's a frequent speaker and has spoken at conferences including the DMA, the NCDM, Location Intelligence, the AIR National Forum and others. Elissa is a graduate of Santa Clara University and holds an MBA in

Marketing and Decision Systems from the University of Southern California.

Elissa first discovered Tableau late one afternoon at her previous company. Three hours later, she was still "at play" with her data. "After just a few minutes using the product, I was getting answers to questions that were taking my previous company's programmers weeks to create. It was instantly obvious that Tableau was on a special mission with something unique to offer the world. I just had to be a part of it."





Kelly Wright leads worldwide sales for Tableau Software. Kelly brings 20 years of experience in leadership and sales roles, including four years at Tableau selling the company's award-winning applications. She has previously held positions at a number of high profile companies, including VP positions at At Hoc, a major venture-backed software company in Silicon Valley, and sales and management positions at Southwestern, Inc., Dale Carnegie and Bank of America. With an MBA from The Wharton School at the University of Pennsylvania and an undergraduate degree from Stanford University, Kelly has also spent time at strategic consulting firms Bain & Company and McKinsey & Company, helping executives solve strategic questions about organizational structures, channel

conflict, operations, pricing and international expansion.

In fact, it was during her time as a consultant that Kelly saw the need for software like Tableau's. "Tableau is so easy to use. As a management consultant, I spent hours through the night iterating on charts and graphs. Tableau would have allowed me to spend more time answering questions and driving value, instead of spending hours formatting the charts."



Dan Jewett is Tableau Software's Vice President of Product Management. Dan has more than 20 years of product management and development experience in a variety of technical and marketing positions particularly for business intelligence software companies. Prior to Tableau, Dan was an early employee at Brio Software where he served in numerous senior roles including VP, Business Intelligence and VP, System Architecture. Dan helped build Brio to hundreds of employees and thousands of customers and continued through its IPO and eventual acquisition by Hyperion Solution. At Hyperion, he played a key role in market positioning, strategy decisions, and the overall product strategy. Dan holds a master's degree in business

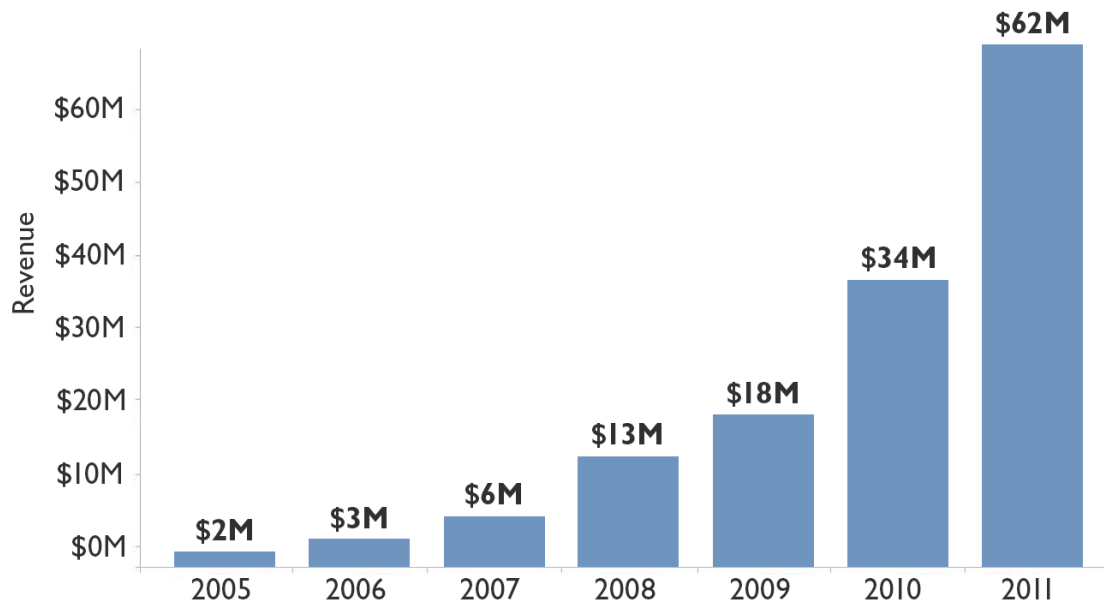
administration from California State University, Long Beach, and a Bachelor's degree in business (management information systems) from California State University, Sacramento.

Dan's motivation for joining Tableau is clear. "I want to change the way people think about data. Data analysis doesn't have to be hard, scary, and left to specialists. Everyone has a thirst to understand and a desire to explore. And add to that making it so easy to share and weave data-centric stories, and Tableau is really helping people to further their understanding and get the (data) stories out. Those stories can change the world."



Market Traction

Tableau Software is one of the fastest growing technology companies in the world, with nearly 100% annual sales growth in recent years, over 10,000 customers and over 750 employees.



Note: 2012 sales numbers will be publicly available shortly.

Position Description

WHAT YOU'LL BE DOING...

We're looking for an extraordinary sales executive and company leader, with the vision and practical experience to build a large software business for Tableau. As VP Sales for the Americas, you'll lead all United States, Canada, and Latin American revenues and sales operations. You'll help define the business plans, generate your own revenue, and lead a winning Americas sales team. You'll recruit, hire and train your team to take Tableau from a strong contender to the de facto standard for easy business analytics across the Americas.

KEY TASKS AND RESPONSIBILITIES

- Executive leadership. Serve as one of Tableau's chief executive sales leaders in the Americas. Work with Tableau's management team. Develop business strategy, build teams, grow sales and serve customers.
- Drive sales growth as a hands-on sales executive, directly engaged with pipeline and account management, forecasting results and closing opportunities. Conduct product demonstrations and presentations expertly.
- Expand our Enterprise sales team within Strategic Accounts and larger Enterprises. You'll be maximizing Tableau's sales revenue while minimizing sales costs and overhead.
- Build-out our high-volume, transactional inside ("Commercial") sales team. In addition, you'll oversee all operations in our American sales hubs with an eye toward efficient processes and procedures.

- Establish strong channel partners in the Americas, contributing to channel strategy and program management.
- Define and manage strategic plan for continued, rapid growth in the Americas. You'll strategize and execute on plans for the sales organization's development including, revenue plans, sales costs, hiring plans, sales compensation, territory assignment, channel programs, marketing programs, and product feedback.
- Engage with marketing to optimize lead flow, plan customer and prospect events, and drive overall awareness for Tableau in the Americas.
- Drive missionary sales in our emerging Latin America markets. Lead Americas pre-sales resources to best align with sales efforts and revenues.
- Provide guidance and cross-departmental coordination with global department heads of Services, Marketing, Operations, Customer Experience, and Product Development.

WHO YOU ARE...

- **Evangelism and Commitment.** You have an unshakable belief that Tableau's products will improve the world – one person at a time. Once you get it, you go all the way.
- **Amazing Salesperson.** You have a desire, even an obsession, to bring new customers into the Tableau franchise and maximize revenue. You are a closer.
- **General Manager.** You've managed 100s, even 1000s, of great performers with diverse backgrounds across diverse locations. You're a mature executive manager who sweats the details of day-to-day operations and always fulfills on administrative requirements.
- **Business Planner.** Ability to do long-term planning while managing daily details. Expertise in managing P&L and keeping cost of sales in check.
- **Company Builder.** Wears the company hat when making strategic and tactical decisions. Thinks about the team, while putting the company's best interests and long-term growth and revenue objectives first.
- **Go-Getter.** Willing to go the extra mile with a strong work ethic; self-directed and resourceful.
- **Entrepreneurial.** Knowing how to build and grow a business is essential.
- **Strategic, Creative Thinker.** You understand industry and customer trends and can relate those trends to selling prospects and recruiting new hires.
- **Energy and Creativity.** Energy and enthusiasm are your hallmarks. You think out of the box and wow people with your interesting angles and quality work. You love the creative process – whether that's selling a new customer or recruiting a great salesperson.
- **A True Team Player.** You're a leader and you know that to get the best results, and you also have to be a great team player that wins the respect and trust of people throughout the organization.
- **Passion for Great Work.** Nothing less than your best will do.

KNOWLEDGE AND QUALIFICATIONS

- Prior VP Sales or CEO experience.
- Have led Americas sales operations for a public company.
- Have held leadership role during major corporate events.
- Strong selling skills, including enterprise level field sales.
- Significant inside sales leadership experience for inside quota-carrying reps.
- Strong management skills, including effective use and leverage of CRM (salesforce.com).
- Entrepreneurial experience in establishing and growing a market.
- General management experience, including strategic planning, P&L ownership, and managing to KPIs and metrics i.e. cost of sales, hiring ratios, etc.
- Proven collaborator and liaison with all levels and departments within an organization.
- Strong interpersonal and teamwork skills.
- Strong organizational skills with the ability to multi-task and prioritize well in a fast paced, dynamic work environment.
- Willing to travel extensively throughout the US, Canada, and Latin America.

WHAT YOU'LL GET FROM WORKING AT TABLEAU...

- **Work with great products:** Award-winning software that just keeps getting better. Ever worked for a company where journalists say “almost too easy use”? Or “best software we’ve seen in years”? You can at Tableau.
- **Tangible growth opportunities:** We have a big vision and are on a fast growth path – big sales growth means you’ll be growing too. We need people who want to grow with us.
- **Satisfaction from helping people every day:** Do you go into your current job wondering what your customers do with your products and whether it helps them? Not so at Tableau. We hear from our customers every day about how much Tableau helps them.
- **Career.** This is an opportunity for tremendous professional and financial gain.

To learn more about Tableau’s culture, please visit: <http://careers.tableausoftware.com> and mission.tableausoftware.com