

Workfront

## Laura Butler Joins Workfront as SVP of People and Culture

SILICON SLOPES, Utah, March 15, 2017 /PRNewswire/ -- [Workfront](#), the leading provider of cloud-based [Enterprise Work Management](#) solutions, today announced that Laura Butler has joined the company as its new senior vice president of people and culture and a member of the executive leadership team. As Workfront's SVP of People and Culture, Laura is responsible for creating and reinforcing a culture that the most passionate, innovative, and customer-focused talent wants to join.

Laura has spent the last two decades shaping global talent management strategies for Fortune 500 corporations. Prior to Workfront, Laura was the Vice President of Talent Management and Chief Diversity Officer for Pacific Gas and Electric (PG&E). During her tenure at PG&E, Butler championed growing leaders from within the company, increasing succession plan utilization by nearly 20 percentage points. In addition, Butler developed robust and diverse talent pipelines, which resulted in improved minority, women and veteran hire rates. One of the workforce development programs she oversaw focused on veterans, and garnered recognition from The White House, earning a face-to-face visit from former Vice President Joe Biden. She also led the branding and implementation of a cloud-based talent solution to better connect onboarding, performance management and leadership development.

Under Laura's leadership, her teams received multiple awards and industry recognition including Diversity Inc. Top 5 Utilities, 2016 ERG Above & Beyond Award for PG&E Woman's Network, Human Right's Campaign's Best Places to Work and the #14 spot on the Training Top 125 in 2017 for strategic leadership development. In 2015, Laura was recognized as a global thought leader in Human Capital Management and was named to the *San Francisco Business Times* Most Influential Women list.

"Laura is a great addition to the Workfront team due to her proven success in creating a dynamic, diverse culture that people look forward to working in," said [Alex Shootman](#), CEO of Workfront. "Laura's leadership will be a driving force in the retention and growth of Workfront's employee base so that we can continue to hire the brightest and best in the industry and be one of the best companies to work for nationwide."

Butler joins Workfront at an exciting time, as the company continues its strong growth pace. As evidence of its performance in the market, Workfront was listed as a [Leader](#) in the Gartner Inc. 2016 Magic Quadrant for Cloud-Based IT Project and Portfolio Management Services for the fifth consecutive year, and was also listed as a Leader in the Gartner Inc., 2016 Magic Quadrant for Marketing Resource Management.

To find out more about Workfront, visit [www.Workfront.com](http://www.Workfront.com).

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### About Workfront

Workfront is a cloud-based Enterprise Work Management solution that helps marketing, IT and other enterprise teams conquer the chaos of excessive email, redundant status meetings and disconnected tools. Unlike other tools, Workfront Enterprise Work Cloud is a centralized, easy-to-adopt solution for managing and collaborating on all types of work through the entire work lifecycle, which improves team productivity and executive visibility. Workfront is trusted by thousands of global enterprises, like Cars.com, Cisco Systems, Comcast, iProspect, Schneider Electric, and Trek. To learn more, visit [www.workfront.com](http://www.workfront.com) or follow us on Twitter [@Workfront\\_Inc](#).

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