

Gearset appoints Mark Johnston as Chief Marketing Officer

Johnston appointed to accelerate Gearset's next phase of growth, bringing significant experience in scaling technology businesses

CAMBRIDGE, UK, Thursday 22 October 2026: [Gearset](#), the platform for agentic Salesforce development governed by DevOps, today announces Mark Johnston as its new Chief Marketing Officer. Johnston brings extensive experience in scaling data and AI-based businesses by leading marketing and revenue teams through major industry transitions. He joins to help drive Gearset's next phase of growth as the company focuses on tackling more of the work slowing Salesforce teams down.

Salesforce teams are under growing pressure as the systems they manage become more complex and more central to the business. They're expected to launch new products, deliver changes faster, connect an expanding set of systems and respond quickly to urgent business requests. AI is now adding further demands, changing the way teams need to build, test and manage these changes.

Gearset has continued to evolve alongside these demands, expanding from helping teams manage deployments to supporting the entire Salesforce DevOps lifecycle, including testing, release management, backup and monitoring. Most recently, it launched Cam, a virtual teammate that plans and builds Salesforce changes, extending Gearset's role into helping teams create changes as well as safely delivering them. Johnston's appointment supports Gearset's ambition to bring its broader platform to more organisations and help Gearset win more of the enterprise market.

"Salesforce teams need AI that helps them deliver more work while maintaining high standards of quality and security," **says Kevin Boyle, CEO at Gearset.** "We're investing to deepen what our platform can do for those teams, building on the processes they already trust. That means investing in the people who can support our next phase of growth as well as the technology. Mark brings experience of scaling data and AI businesses and taking new products to market. His appointment strengthens the leadership behind our AI ambitions."

Johnston's experience includes helping to scale data businesses at Domo and Matillion. At Matillion, he helped lead the company through its AI transition and take its agentic product, Maia, to market. He brings experience of connecting product direction with customer needs and leading marketing and revenue teams through that change.

His wider background includes a partner-strategy role at Microsoft, supporting their breadth and scale of partner GTM through the transition to cloud.

"What attracted me to Gearset is the combination of an established enterprise business and a clear opportunity to build on what its customers already trust," **said Mark Johnston, Chief Marketing Officer at Gearset.** "As AI changes how software is built, helping individual

developers work faster is only part of the challenge. Whole teams need to be able to deliver more, with the testing, review and security controls their businesses depend on. Gearset is building on a platform designed around those needs. My focus is on helping more organisations understand and adopt what we're building, with a clear connection between our AI capabilities and the work their teams need to get done."

About Gearset:

Gearset is trusted by 3500+ enterprises to accelerate Salesforce development without sacrificing quality or security. Its AI agent, Cam, works through tickets in the backlog, freeing up teams to focus on strategic projects, with all changes securely governed through the DevOps lifecycle. Gearset has over a decade of experience in the Salesforce ecosystem and is an official Salesforce partner.