

EfficientIP Appoints Jim Cox as Chief Revenue Officer

EfficientIP, a leading provider of network automation, DNS security, and DDI solutions, today announced the appointment of Jim Cox as Chief Revenue Officer.

Cox will lead EfficientIP's global revenue organization, including sales, channel, pre-sales, business development, and renewals. He will focus on expanding the company's customer and partner ecosystem, strengthening field execution, and scaling a consistent global revenue motion across markets.

Cox brings more than 20 years of enterprise technology sales leadership experience across cybersecurity, identity, data governance, and enterprise software. He has built and led sales, channel, and go-to-market teams through periods of expansion, helping companies improve execution, enter new markets, and increase customer and partner impact.

Prior to joining EfficientIP, Cox served as Chief Revenue Officer at Exterro, where he led the company's global go-to-market organization, expanded its partner program, and advanced revenue operations through AI-driven initiatives. Previously, he held senior sales leadership roles at One Identity, OneLogin, Proofpoint, and Cisco, where he built and led enterprise and partner teams across North America and international markets.

"Jim is an experienced revenue leader with a strong track record of building global sales organizations, developing partner ecosystems, and creating disciplined, scalable go-to-market execution," said Norman Girard, CEO of EfficientIP. "His leadership will be important as we expand our global reach, deepen customer and partner relationships, and execute on the next phase of EfficientIP's growth."

"I am excited to join EfficientIP at such an important time for the company," said Cox. "Customers are facing growing complexity across hybrid, multi-cloud, and AI-enabled environments, and EfficientIP is well positioned to help them simplify, secure, and scale the network infrastructure their businesses depend on. I look forward to working with Norman, the leadership team, Francisco Partners, and our global revenue organization to build on the company's momentum and deliver greater value to customers and partners."

Cox's appointment follows EfficientIP's recent acquisition by Francisco Partners and underscores the company's continued investment in leadership, global scale, and go-to-market execution.

About EfficientIP

EfficientIP is a leading provider of network automation, DNS security, and DDI solutions that help organizations simplify, secure, and scale critical network infrastructure. Founded in 2004 and headquartered in Paris, EfficientIP serves more than 1,500 customers globally across financial services, telecommunications, energy, retail, education, public sector, and other industries.