

EfficientIP Appoints Sammie Walker as Chief Marketing Officer

EfficientIP, a leading provider of network automation, DNS security, and DDI solutions, today announced the appointment of Sammie Walker as Chief Marketing Officer. In this role, Walker will lead EfficientIP's global marketing strategy, with a focus on strengthening the company's market position, scaling demand generation, expanding customer engagement, and accelerating EfficientIP's next phase of growth.

Walker brings more than two decades of marketing leadership experience across cybersecurity, networking, and infrastructure software companies. She has a proven track record of building high-performing marketing organizations, repositioning companies for growth, creating scalable demand generation engines, and strengthening go-to-market execution to drive pipeline, revenue growth, and measurable business impact.

Most recently, Walker served as Chief Marketing Officer at Deepwatch, where she led the company's market positioning around AI and human-led managed detection and response. Previously, she held CMO roles at Zimperium and Bugcrowd, and served as EVP and Chief Marketing Officer at Infoblox, where she helped scale the business through a period of significant growth and transformation.

"Sammie's experience leading marketing for high-growth cybersecurity and infrastructure companies makes her an excellent addition to the EfficientIP leadership team," said Norman Girard, CEO of EfficientIP. "Her expertise in category positioning, demand generation, go-to-market strategy and execution will be instrumental as we expand our global reach and continue helping customers modernize, secure, and automate their critical network infrastructure."

"I am excited to join EfficientIP at such an important stage in the company's journey," said Walker. "As enterprises modernize across increasingly complex hybrid, multi-cloud, and AI-enabled environments, network resilience, DNS security, automation, and control have become increasingly critical. EfficientIP has a strong foundation, differentiated technology, and a significant opportunity to help customers simplify, secure, and scale critical network infrastructure. I look forward to working with Norman, the leadership team, and the global marketing organization to accelerate growth and strengthen EfficientIP's position in the market."

Walker's appointment comes as EfficientIP enters its next phase of growth following its recent acquisition by Francisco Partners, a leading global investment firm that specializes in partnering with technology businesses.

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.

For more information, please visit efficientip.com.