



## National Instruments Appoints Carla Piñeyro Sublett as First Chief Marketing Officer

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AUSTIN, Texas--(BUSINESS WIRE)--Feb. 13, 2019-- National Instruments (Nasdaq: NATI) today announced marketing veteran, Carla Piñeyro Sublett, has joined the company as its first chief marketing officer (CMO). In this role, Piñeyro Sublett will lead the global marketing efforts to elevate the company's global brand, enhance customer engagement and identify efficiencies in proactive demand generation for growth.

Piñeyro Sublett brings two decades of technology leadership to NI. Most recently, she served as the CMO at Rackspace. Previously, she was in executive leadership roles in sales and marketing at Dell.

"Carla is a highly successful leader in technology marketing," said Eric Starkloff, NI president and COO. "Her proven track record of building global brands, ability to champion a customer-centric culture and deep experience across all facets of marketing make her a strong addition to our leadership team. I look forward to collaborating with Carla as we continue to focus on growing our business and the value we can deliver to our customers."

Piñeyro Sublett said, "I am honored to join NI at such a pivotal time, both for the company and for our customers. With technology moving at such an incredible pace, NI's software-defined platform is at the forefront of innovation with a strategy to empower the world's most impactful engineers and scientists. The company's focus on customer success is inspiring, and I look forward to playing a key role in scaling our impact and broadening our global reach."

Piñeyro Sublett is the recipient of numerous professional honors. She was most recently named to the 2016 Class of Henry Crown Fellows by the Aspen Institute, which recognizes leaders applying professional talents to build a better society. She was also included on *Inc.* magazine's "2017 Women to Watch" list and *Hispanic Business* magazine's "Top 50 Influential Hispanics" in 2014.

Piñeyro Sublett is the board president for the Texas Conference for Women and incoming president of the Austin Community Foundation. She also served as board president of the Thinkery. In addition, she continues to work closely with the Aspen Institute Henry Crown Fellowship program.

### About NI

NI ([www.ni.com](http://www.ni.com)) empowers engineers and scientists with a software-defined platform that incorporates modular hardware and an expansive ecosystem. This proven approach puts users firmly in control of defining what they need to accelerate their system design within test, measurement and control. NI's solution helps build high-performance systems that exceed requirements, quickly adapt to change and ultimately improve the world. (NATI-F)

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