



Backblaze Appoints Vice President of Marketing

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SAN FRANCISCO--([BUSINESS WIRE](#))--Backblaze, Inc., a leading storage cloud company, today announced the appointment of Nick Tran as VP of Marketing, as the company continues to bolster its leadership and grow its developer marketing capacity to drive growth.

Backblaze provides businesses and consumers with cloud services to store and use their data in an easy and affordable manner, serving as a foundation for companies, developers, IT professionals, and individuals to build their applications, host content, manage media, back up & archive data, and more. Backblaze has over 500,000 customers spread across more than 175 countries.

"Nick brings proven expertise and leadership experience to our marketing department as well as our growing management team," said Gleb Budman, CEO of Backblaze. "He will be a huge asset as we continue to strengthen our customer acquisition motion, particularly given his experience in reaching developer customers. We're happy to add his perspective to the leadership team as we continue to execute on our long-term vision."

Nick Tran has a deep background in leading software companies to scale, particularly in developing go-to-market strategies for developer customers. He joins the team at Backblaze from Postman, an API platform startup, where he oversaw worldwide marketing and developer relations. Prior to that, Tran led developer strategy at Akamai Technologies following a 10-year stint at Salesforce, where he built the US, EMEA, and Indian developer marketing teams.

"Developers need reliable cloud storage solutions more than ever before. Joining the team now, as Backblaze bolsters its developer support with efforts like becoming a Terraform provider, has me so excited to work with Gleb and the Backblaze team to grow among this community as well as the many other customers Backblaze supports," said Tran.

About Backblaze

Backblaze makes managing data astonishingly easy for businesses and consumers. The Backblaze Storage Cloud provides a foundation for businesses, developers, IT professionals, and individuals to store, back up & archive data, host content, manage media, build their applications, and more. With more than an exabyte of data under management, the company currently works with customers in over 175 countries. Founded in 2007, the company is based in San Mateo, CA. For more information, please go to www.backblaze.com.

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