



Industry Bulletin From The Starr Conspiracy Intelligence Unit

## **SAP Cloud and SumTotal Get New Leaders, HireVue Executes Another Acquisition**

An already busy January has HCM on the move yet again

By Lance Haun, Editor, TSCIU

*Note: This bulletin is part of The Starr Conspiracy Intelligence Unit's industry coverage. The views expressed here are based on publicly available information, as well as our own industry background.*

**FORT WORTH, Texas (Jan. 16, 2014)** – Three category leaders have already started 2014 off with big changes in what we anticipate will be a busy year across the HCM category.

### **SAP moves SuccessFactors president Price to Cloud leader**

In somewhat surprising news, [SAP announced the departure of SAP Cloud head Robert Calderoni](#), former CEO of Ariba (an SAP acquisition). This was less than a year after he replaced a departing Lars Dalgaard, former CEO of SuccessFactors. Taking over for Calderoni is Shawn Price, current president of SuccessFactors.

[The spin has been mostly negative](#), and while having three business-unit heads in less than a year is certainly not ideal, we don't think it is necessarily for the worse. CEOs brought in to lead business units during acquisitions don't have a habit of staying forever. [SAP Cloud grew revenue 130 percent in 2013](#) in less than ideal circumstances, with aggressive forecasts ahead. Price's background as head of SuccessFactors and his depth of experience in SaaS could position him for a very successful year.

### **SumTotal Systems promotes Hardeep Gulati to CEO**

SumTotal Systems [also changed guard at CEO](#), with former Oracle veteran Hardeep Gulati moving up from his COO role to take over the management of the company. Former CEO John Borgerding has moved on to become the president and COO of Websense. Both SumTotal and Websense are owned by Vista Equity Partners.

According to *The Gainesville Sun*, SumTotal spokeswoman [Wendy Werve said](#) that Borgerding's role was to help integrate companies acquired by SumTotal and that he will likely be serving a similar role in his new position. This move could likely signal the end of any major acquisitions and spell out a focus on product and growth in 2014.





┌

### **HireVue continues acquisition push in buying of Reschedge**

HireVue started out 2014 the way they ended 2013: with another technology firm purchase. Just a week before the end of 2013, HireVue announced [they acquired interview feedback tool CollaboRATE](#). And two weeks into the new year, [they added another: Reschedge](#), an interview scheduling tool.

While these two tools will continue HireVue's push into digitizing the interview process (and CollaboRATE has a patent included in the deal), we have to wonder if these acquisitions have some great [acquihires](#) in the mix. In any case, HireVue is [putting the capital raised from Sequoia](#) in Q4 of last year to use.

*Lance Haun is an editor for The Starr Conspiracy Intelligence Unit. You can reach him at [lance@thestarrconspiracy.com](mailto:lance@thestarrconspiracy.com).*

### **About The Starr Conspiracy Intelligence Unit**

There's a new era of enterprise technology that can finally unleash the full promise of human potential. If you're on board, we're ready to get you there.

The Starr Conspiracy Intelligence Unit (TSCIU) delivers growth-oriented strategy, research, and advisory services, providing the guidance and key insights you need to grow market share and increase profitability. Let's face it: The protectors of the status quo in marketing fall back on outdated formulas that won't deliver growth and aren't sustainable. We've seen it before, and that approach to marketing is dead.

TSCIU takes your business as personally as you do, and we will challenge you to shift your perspective. Most importantly, though, we deliver marketing clarity so you can make decisions with confidence.