LeapXL Hires Eric McDaniel as CCO

On May 3, 2021, Eric McDaniel joined the LeapXL management team as Chief Client Officer, to engage the organization to manage profitable and long-lasting customer relationships and help build a corporate culture around client success and optimal customer experience.

"Eric's experience managing successful client relationships in a global data technology company is exactly what we need to help take LeapXL to the next level," says Marla Johnson, CEO and Cofounder at LeapXL. "We are building a world-class customer experience and client success system so our customers can maximize the benefits of our ground-breaking no-code platform. The customer experience is even more important when you enter a market with a platform like Leap which is a discontinuous technology innovation. Eric is rolling up his sleeves and getting to work with a passion and enthusiasm that will help us win in the financial services marketplace and beyond."

Before joining LeapXL, Eric McDaniel was a leader in account management and client success with over 20 years at Acxiom, the marketing technology company with thousands of data attributes in more than 60 countries. Eric has extensive experience in client relationship management, data privacy, compliance, and profitable growth strategy. He has an exemplary record in technology sales and contract negotiations, organizational partner collaboration, and project leadership with Fortune 500 companies. Eric also brings strong competencies in applied software data integration with APIs, infrastructure management and performance evaluation metrics.

"I am excited about the opportunities we are bringing to the marketplace with Leap's transformational technology," says Eric McDaniel, CCO at LeapXL. "Our goal will be to execute flawlessly and go above and beyond to ensure success and an extraordinary customer experience!"

Eric received his Bachelor of Business Administration at the University of Arkansas at Little Rock and is the current Chair of the Pulaski County Planning Commission in Arkansas. He has also served as the honorary chair of charity events for the Arkansas Juvenile Diabetes Research Foundation and Arkansas Advocates for Children and Families.

Press Contact: Marla Johnson // Email: marla.johnson@leapxl.com

ABOUT LeapXL

Learn More at: www.LeapXL.com //

On August 20, 2018 LeapXL was founded by Marla Johnson and Brian Stack to deliver on a dream of simple, fast cloud computing with no-code tools for data connection, application development and deployment (iPaaS and aPaaS). Now, with teams in Northwest and Central Arkansas, LeapXL is

delivering on lightning speed development and deployment of Software-as-a-Service (SaaS), collapsing months of agile development into a few days and annihilating technical debt with its code-free solutions.

Leap is a no-code application development platform built upon a uniquely flexible data/application technology that combines an intelligent middleware with translation power to untangle data silos, speedily transform APIS and connect any data to legacy systems—all in a code-free, drag-and-drop interface that any business user or development team can deploy to solve problems in extremely short timeframes.

LeapXL's team is focused on serving large companies that want to modernize quickly and speed consumer engagement application deployment and data reports for clearer decision-making.