



Meet Auvik's Leadership Team

Get an inside look at where our leaders have worked, what they've accomplished, and how they're shaping the future of Auvik. No LinkedIn searching required.



Douglas Murray

Chief Executive Officer

Doug Murray is the Chief Executive Officer of Auvik where he drives company strategy, culture, and growth. Murray has over 25 years of network and security industry experience, including two years as the CEO of cloud cyber security company Valtix, as well as seven years as CEO of SDN pioneer Big Switch Networks (acquired by Arista Networks). He previously held leadership positions at Juniper Networks, Sun Microsystems and AT&T, and was a finalist for the EY Entrepreneur of the Year Northern California in 2017. Doug holds a BA in History from Colgate University and an MBA from Johns Hopkins University.



Alex Hoff

Co-founder and Chief Product Officer

Alex Hoff is a co-founder of Auvik and leads our product management and partner success teams. Prior to co-founding Auvik in 2011, Alex worked at Sandvine Corporation for over eight years, starting as a software engineer in 2003 and ultimately serving as Senior Product Manager of Sandvine Corporation from 2008 to 2011. Alex holds a bachelor of mathematics degree with a major in computer science from the University of Waterloo and an MBA from Wilfrid Laurier University.



Tim Martin

Chief Financial Officer and Secretary

Tim Martin leads our finance function and serves as the Company's Secretary. Prior to joining Auvik in 2013, Tim spent 12 years at BlackBerry building and leading the global treasury team. In addition to his role at Auvik, Tim is also a part-time lecturer in Entrepreneurial Finance in the University of Waterloo Master of Business, Entrepreneurship and Technology program. Tim holds a bachelor of arts degree from the University of Waterloo, an MBA from Wilfrid Laurier University, chartered professional accountant, certified general accountant designation, and is a chartered financial analyst charterholder.



John Astorino

Chief Operating Officer

John Astorino leads our human resources, IT, information security, enterprise applications, facilities and technical support teams. Prior to joining Auvik in 2018, John spent 16 years in product management, and most recently held positions as the Director of Product Management at Symantec Inc. (now existing in part as divisions of Broadcom Inc. and NortonLifeLock Inc.) from 2016 to 2018, and as the Vice President of Product Management at Axonify from 2013 to 2016. John holds a bachelor of applied science degree in computer science from McMaster University.



Bob Gault

Chief Revenue Officer

As Auvik's Chief Revenue Officer, Bob Gault leads the sales and marketing operations to accelerate Auvik's growth and innovation strategy to drive revenue. Prior to joining Auvik, Bob served as a C-Suite level leader for Extreme Networks and Geoverse, turning sales, services and global channel partner organizations into core elements of business growth.



Rosemary Newman

Vice President of Legal and General Counsel

Rosemary Newman leads Auvik's legal function as Vice President and General Counsel. Prior to joining Auvik in January 2019, Rosemary served as Assistant General Counsel at Christie Digital Systems after working in private practice at a Toronto-based business law firm.



Susanne Rodriguez

Vice President of Marketing

Susanne Rodriguez leads our marketing function and has over 15 years of digital marketing experience, with expertise across customer lifecycles, demand generation, retention and acquisition. Prior to joining Auvik in 2021, Susanne was pivotal in building and leading marketing teams as Director of Demand Generation at Planview, and for over five years at SolarWinds, starting as Senior Marketing Manager in 2011 and finally as Director of Global Customer Marketing in 2017. Susanne holds a bachelor of science in business administration from the American University, and an MBA from the University of Texas at Austin.



Jason George

Vice President of Sales

Jason oversees the company's global sales strategy and execution, and has spent over 20 years building multinational sales and operations teams in North American, European and Latin American markets. Prior to Auvik, Jason led sales and operations teams for eSentire, SOTI, and, for over a decade, built channel and distribution businesses in the United States, Europe, and Latin America with BlackBerry. Recognized for his analytical expertise in high-growth technology environments, he built an early career as an independent database and marketing strategy consultant for IT industry associations in Canada. Jason holds a bachelor of economics degree from Wilfrid Laurier University.



Julie Forsythe

Vice President of Engineering

Julie leads our engineering team and with over 20 years in the IT space, prepares for scale and drives efficiency within Auvik's software development organization. Prior to Auvik, Julie helped launch Igloo Software's award-winning Digital Workplace platform, overseeing all of Igloo's strategic technology deliverables. Before Igloo, Julie spent 18 years in progressive leadership roles within IT across several industries.



Alex McGarry

Vice President of Revenue Operations

Alex McGarry is Vice President of Revenue Operations at Auvik where he drives operational precision across all revenue systems and teams. In this role, Alex enables operations, reporting, analysis, and planning standards to deliver proactive insights, operational rigour, informed strategy, and predictable growth for Auvik. As a decade-long Auvik veteran, Alex has previously sat in both product and sales roles before ultimately turning his focus to revenue operations. Alex holds an Honors Bachelor of Science in Science and Business from the University of Waterloo.



Karen Nordby-Wadel

Vice President of People

As Vice President of People, Karen Nordby-Wadel leads the creation and implementation of Auvik's global people strategy, building an engaging employee experience to support the company's growth. Prior to joining Auvik in 2017, Karen worked as the Director of HR Business Partners at Optivia Inc. where she led a global team of HR professionals during a large global acquisition. Karen holds a Bachelor of Commerce degree from McMaster University in Hamilton and is a Certified Human Resources Leader through HRPA.



Patrick Albert

Vice President of Product Management

As Vice President of Product Management, Patrick Albert leads the product management function at Auvik. In this capacity, Patrick leads a team of product strategists and user experience designers to take product ideas from concept to launch. Prior to joining Auvik in 2017, Patrick served as Director of Product Strategy at SolarWinds. In addition to his role at Auvik, Patrick is currently vice-chair of the Internet of Things Advisory Council for CompTIA.



Hillary Maguire

Vice President of Finance

Hillary Maguire is Vice President, Finance at Auvik. In this role, she leads financial operations and strategy to support the organization's rapid growth and expansion. Prior to joining Auvik in January 2020, Hillary served as Director of Finance at Ren's Pets and Mosaic Sales Solutions. She holds an Honors Bachelor of Business Administration degree from Wilfrid Laurier University.