

JFrog Appoints Genefa Murphy as Chief Marketing Officer to Accelerate Its Next Growth Phase

Company Extends Executive Leadership to Lead the AI-Driven Software Supply Chain Evolution

Sunnyvale, Calif. – January 5, 2026 — [JFrog Ltd](#) (Nasdaq: FROG), the Liquid Software company, today announced the appointment of Genefa Murphy as Chief Marketing Officer, effective immediately. Murphy brings an expansive resume to JFrog, as a seasoned CMO and go-to-market (GTM) leader with established success in driving global enterprise software growth and strategic business expansion. Coming from software development product management roots and public company GTM leadership, Ms. Murphy also holds a PhD in User Acceptance of New Technology, from the University of Wales and is a veteran of multiple boards of directors in technology and development, education, and GTM.

“I’m thrilled to welcome Genefa to JFrog at a defining moment, as our industry experiences a surge of innovation across software supply chain management, security, and governance,” said Shlomi Ben Haim, CEO and Co-founder of JFrog. “Software creation and usage in the era of AI is converging faster than ever, creating enormous opportunities for enterprises to build and deliver software with speed and trust at scale. JFrog sets the standard for responsible AI adoption and plays a mission-critical role as the system of record for all software packages. Genefa’s proven ability to accelerate growth will be instrumental as we leap forward.”

Murphy was most recently the Chief Marketing & Content Officer at Udemy (Nasdaq: UDMY), one of the world’s largest AI-powered skills development platforms. Prior to that, Ms. Murphy served as the CMO of Five9 (Nasdaq: FIVN), SVP & CMO of Micro Focus, and as Global VP of Corporate Marketing and Communications at Hewlett Packard Enterprise (NYSE: HPE).

“AI is accelerating software change. That’s a fact. As velocity increases across the industry, so does the need for trust, control, and discipline across the software supply chain,” said Genefa Murphy. “JFrog has been architected for this reality from the start, and already helps teams around the world ship reliable software at scale. I’m excited to join a company that focuses on solving hard, foundational problems so developers and organizations can adopt AI with confidence and take advantage of the surge of new possibilities ahead - and win.”

Active in both technology, marketing and professional learning communities, Ms. Murphy has served on the Board of Rutgers University for Academics, as well as a Board member for Televerde, a workforce development program for previously-incarcerated women and currently serves as a Limited Partner and GTM advisor for Stage 2 Capital, a VC focused on helping companies learn the science of scaling.

Murphy will oversee JFrog's global marketing organization from its United States headquarters in Sunnyvale, California.

About JFrog

JFrog Ltd. (Nasdaq: FROG), the creators of the unified DevOps, DevSecOps and MLOps platform, is on a mission to create a world of software delivered without friction from developer to production. Driven by a "Liquid Software" vision, the JFrog Software Supply Chain Platform is a single system of record that powers organizations to build, manage, and distribute software quickly and securely that is available, traceable, and tamper-proof. Integrated security features also help identify, protect, and remediate against threats and vulnerabilities. JFrog's hybrid, universal, multi-cloud platform is available as both SaaS services across major cloud service providers and self-hosted. Millions of users and 7K+ customers worldwide, including a majority of the Fortune 100, depend on JFrog solutions to securely embrace digital transformation. Learn more at www.jfrog.com or follow us on X @JFrog.

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