



# Sirion Press Kit 2024

## About Sirion

The world's leading AI-native CLM platform, Sirion is a pioneer in applying generative AI to help enterprises transform the way they store, create, and manage contracts. The platform's extraction, conversational search, and AI-led negotiation capabilities have revolutionized contracting across enterprise teams – from legal and procurement to sales and finance. The world's most valuable brands such as IBM, Unilever, Ferrari, Sony trust Sirion to manage 7M+ contracts worth \$775B+ and relationships with 1.1M+ suppliers and customers in 100+ languages. Leading analysts such as Gartner, IDC, and Spend Matters have consistently recognized Sirion as a leader in CLM for its focus on category-leading innovation.

## Leadership Photos + Titles

At Sirion, our leadership team is at the forefront of innovation in contract lifecycle management technology innovation. Comprising industry veterans and visionary technologists, our executives bring decades of combined experience in legal technology, software development, and business management. They are committed to driving excellence and transforming how businesses handle contracts through cutting-edge AI solutions. Under their guidance, Sirion continues to set new standards in efficiency, security, and user experience, ensuring our clients can always get the most out of their contracts.

- Ajay Agrawal | Founder & Chief Executive Officer
- Kanti Prabha | Co-Founder & President
- Aditya Gupta | Co-Founder & Chief Technology Officer
- Yati Agarwal | Chief Financial Officer
- Russ Cobb | Chief Marketing Officer
- Aravind Aluri | Chief Product Officer
- Rajeev Kumar | Chief Customer Officer
- James Heiner | Chief Revenue Officer
- Evangelos Apostolou | General Counsel

[Download Headshots](#)



## Product Images

Sirion's AI-native end-to-end Contract Lifecycle Management (CLM) solution streamlines and optimizes every stage of the contract lifecycle. From meticulous Pre-Negotiation planning to Post-Negotiation compliance, Sirion's robust platform comprises several products and capabilities to help teams effortlessly manage contracts with precision and efficiency.

You can access images of these products on our platform at the links below

- Create
- Manage
- Store

[Download](#)

[Download](#)

[Download](#)



## Logos + how to use

Access our full brand guidelines.

[Get the Brand Guidelines](#)

Use the Sirion brand guidelines to ensure effective and consistent application of the Sirion visual identity. The guidelines cover the foundational elements of the brand strategy, and the visual identity system.

Ensure ample space for the logo.



Minimum logo size.



## Sirion primary colors

Cloud

HEX F5F6F6  
RGB 245, 246, 246  
CMYK 3, 2, 2, 0  
PMS 9043 C

Midnight

HEX 0B1821  
RGB 11, 24, 33  
CMYK 84, 71, 59, 74  
PMS Black 6 C

Lilac

HEX 818BFB  
RGB 129, 139, 251  
CMYK 60, 52, 0, 0  
PMS 7452 C

Teal

HEX 0D5E68  
RGB 3, 94, 104  
CMYK 90, 48, 49, 23  
PMS 7721 C

Cloud

HEX F5F6F6  
RGB 245, 246, 246  
CMYK 3, 2, 2, 0  
PMS 9043 C

Midnight

HEX 0B1821  
RGB 11, 24, 33  
CMYK 84, 71, 59, 74  
PMS Black 6 C

Lilac

HEX 818BFB  
RGB 129, 139, 251  
CMYK 60, 52, 0, 0  
PMS 7452 C

Teal

HEX 0D5E68  
RGB 3, 94, 104  
CMYK 90, 48, 49, 23  
PMS 7721 C



## Colorways

Our logo may be used in a few colorways depending on context and surrounding colors.

1. Teal Logo on Light Background Preferred
2. White Logo on Dark Background Preferred
3. Teal Logo on Cloud & Lilac Background
4. Black Logo when color is not an option



## Press contact

[marketing@sirionlabs.com](mailto:marketing@sirionlabs.com)

### Official Sirion Boilerplate

Sirion is redefining end-to-end Contract Lifecycle Management (CLM), helping organizations streamline workflows, optimize contract performance, and mitigate risk, ensuring that businesses not only meet but exceed their contract management goals. Built on groundbreaking AI, Sirion fosters collaboration across legal, legal operations, procurement, sales, and other vital business teams. It's not just about better contracts and risk management; it's about building stronger, more meaningful business relationships. Our deep commitment to customer success is why over 200 leading global businesses trust us to manage contracts worth over \$750 billion in 70+ countries. Experience a more intuitive, people-focused approach to contracting with Sirion, where we're transforming how businesses connect, engage, and grow

