

ChargePoint Appoints Jyothi Swaroop as Chief Marketing and Growth Officer to Accelerate Global Growth and Market Expansion

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[ChargePoint](#), a global leader in electric vehicle charging solutions, recently announced the appointment of Jyothi Swaroop as Chief Marketing and Growth Officer. In this role, Swaroop will lead ChargePoint's global go-to-market strategy, including marketing, go-to-market operations, sales enablement, growth initiatives, partner monetisation, and new market expansion.

Swaroop joins ChargePoint at a pivotal moment in the Company's transformation as it sharpens its focus on profitable growth, platform expansion, strategic partnerships, and long-term category leadership. Reporting directly to CEO Rick Wilmer, Swaroop will play a central role in advancing ChargePoint's three-year strategy by strengthening the Company's market position, expanding its growth engine, and elevating its narrative with customers, partners, drivers, and investors.

"ChargePoint is entering a new phase — one defined not only by operational discipline, but by growth, execution, and market leadership," said Rick Wilmer, Chief Executive Officer of ChargePoint. "Jyothi brings the rare combination of enterprise technology depth, go-to-market rigor, strategic storytelling, and growth leadership that this moment requires. As electrification expands beyond passenger vehicles into fleets, logistics, autonomous systems, robotics, energy infrastructure, and intelligent software-defined mobility, ChargePoint has an opportunity to lead a much larger market than the industry has historically understood. Jyothi will help us define that opportunity, execute against it, and make it real."

As Chief Marketing and Growth Officer, Swaroop will be responsible for unifying ChargePoint's global GTM motion globally, strengthening revenue generation and pipeline conversion, scaling partner-led growth, expanding market awareness, and building a modern product and platform narrative that reflects the company's role in the future of electrification.

The appointment underscores ChargePoint's belief that EV charging is evolving from a hardware deployment market into a broader intelligent electrification platform opportunity. As mobility becomes more connected, autonomous, software-defined, and energy-aware, charging infrastructure will play a critical role in enabling new categories of demand — from commercial fleets and logistics networks to autonomous driving, robotics, energy management, smart buildings, and eventually AI-enabled physical infrastructure.

“ChargePoint is one of the few companies with the scale, software platform, customer footprint, and operating history to help define the next era of intelligent electrification,” said Jyothi Swaroop, Chief Marketing and Growth Officer of ChargePoint. “The market opportunity ahead goes way beyond EV charging infrastructure. The future will require an intelligent, connected, reliable energy layer that supports how people, fleets, machines, autonomous systems, AI data centres and physical infrastructure move and operate. My focus is simple: sharpen the narrative, scale the GTM engine, monetise our partnerships, expand our market reach, and help ChargePoint grow with the urgency and ambition this category demands.”

Swaroop brings extensive experience leading global marketing, sales, business development, sales enablement, and revenue operations for enterprise technology companies such as Veritas and DDN, among others. He has built and scaled go-to-market organisations in highly competitive markets, led brand transformations, developed strategic partner ecosystems, and positioned companies at the intersection of infrastructure, software, AI, and enterprise adoption.

His appointment comes as ChargePoint continues to execute against its strategic priorities: expanding software and services revenue, improving operating leverage, deepening strategic partnerships, strengthening its position across North America and Europe, and building the platform foundation required for the next generation of electrified transportation and energy use cases.