

# **JFrog Gathers Tech Industry Giants at swampUP 2025 to Unveil Major Advances in Secure Software Supply Chain and AI Development**

*Technology Visionaries from NVIDIA, ServiceNow, GitHub, Sonar, Dell and More will Illuminate the Tectonic Shifts Required to Efficiently and Securely Deliver Software in the AI Era*

**Sunnyvale, Calif. – July 30, 2025** — [JFrog Ltd](#) (Nasdaq: FROG), the Liquid Software company and creators of the [JFrog Software Supply Chain Platform](#), today announced the [official speaker roster](#) for its award-winning swampUP user conference. The event will take place September 8-10, 2025, at the [Meritage Resort & Spa](#) in Napa, California.

JFrog's annual swampUP event is the premier conference for DevOps, DevSecOps, MLOps and AI-driven software delivery. It brings together software developers, security professionals, IT and DevOps leaders, MLOps engineers, and community innovators to explore the "quantum shift" in real-world practices for managing modern software supply chains. This year's event promises an energizing mix of illuminating keynotes and product announcements, hands-on technical training, and immersive sessions given by industry experts from the community focused on sharing best practices for building secure, scalable, AI-empowered software.

"Software is evolving at lightning speed. Code assistants are boosting developers' productivity, securing ML models is a must, and having proper compliance in the era of AI will determine which companies thrive and which won't," said Shlomi Ben Haim, Co-Founder and CEO, JFrog. "swampUP is where industry experts, ecosystem partners, and our community come together to share knowledge, best practices and shape what's next. This will be remembered as the *EveryOps* event of the year."

## **An All-Star Lineup of Industry Leaders and Tech Visionaries**

This year's swampUP Napa speaker lineup includes top executives and technologists from leading companies, including:

- **NVIDIA's VP of Enterprise AI Products, [Justin Boitano](#), ServiceNow's General Manager of ITSM, [Rahul Tripathi](#), and [Tariq Shaukat](#), CEO of Sonar**, a code quality

and security solutions provider, will join JFrog's Co-Founder and CEO, [Shlomi Ben Haim](#), to discuss what's next in the world of secured software delivery in the AI driven era.

- **GitHub's senior product manager for supply chain security, [Kristina Heidinger](#), and ServiceNow's Head of Product Management for ITSM and DevOps, [Anand Ahire](#)**, will join JFrog's SVP of DevOps, [Yossi Shaul](#), and VP of JFrog Security, [Eyal Dymant](#), for a discussion on best practices for increasing trust and compliance in every software release.
- **NVIDIA's senior director of AI, [Adel el Hallak](#)**, will join JFrog's VP & CTO of MLOps, [Yuval Fernbach](#), to discuss how to secure and govern AI/ML models as first-class software artifacts within DevSecOps, enabling trust, visibility, and compliance throughout the model lifecycle in modern development environments.
- **Dell Technologies' AI Field CTO, [Maciej Mazur](#)**, will share lessons learned from building distributed, highly-scalable, efficient enterprise architectures for delivering billions of recommendations daily, focusing on best practices for system design, GPU optimization, and security.
- **Founder & Chief Vibe Manager, MLOps Community, [Demetrios Brinkmann](#)**, will discuss how MLOps engineers and developers can build and continuously update evaluation systems that create a strong competitive advantage.

Attendees will also hear from distinguished speakers representing CVS Health, Ford Motor Company, Google, JPMorgan Chase, and more.

Other event highlights at swampUP 2025 include:

- **Hands-on Training - Day Zero (Sept. 8):** swampUP will kick off with a full day of immersive training designed to equip attendees with practical skills across the JFrog Platform and the broader DevOps toolchain. Industry experts will lead these sessions, emphasizing real-world, hands-on experience.
- **Keynotes & Breakout Sessions - Days 1 & 2 (Sept. 9-10):** Morning keynotes will showcase JFrog's newest product innovations and partnerships, featuring thought leaders and executives from industry-leading companies, while afternoon breakouts will cover critical topics including secure software delivery, AI/ML model management, platform engineering and observability in the GenAI era.
- **Community Gala & Concert (Evening of Sept. 9):** This unforgettable evening under the Napa Valley sky will feature a performance by world-renowned [cellist Tina Guo](#),

offering a unique opportunity to unwind and network with fellow attendees.

Registration is [now open](#) and interested parties can view the full agenda at <https://swampup.jfrog.com/>. For more information on reasons to attend swampUP 2025, check out [this blog](#) and follow JFrog on X @jfrog.

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#DevOps #DevSecOps #AI #SoftwareSupplyChain #EveryOps

### **About JFrog**

JFrog Ltd. (Nasdaq: FROG) is on a mission to power the world with liquid software. We are replacing endless software updates with a single system of record that seamlessly delivers secure applications from developer to device. The JFrog Software Supply Chain Platform helps organizations build, manage, and distribute software quickly and securely, making applications available, traceable, and tamper-proof. Its integrated security features also help identify, protect, and remediate against threats and vulnerabilities. The Platform also brings ML models in line with all other software development processes, providing a single source of truth for all software components across Engineering, MLOps, DevOps, and DevSecOps teams so they can build and release AI applications faster, with minimal risk and less cost. JFrog's hybrid, universal, multi-cloud platform is available as both self-hosted and SaaS services across major cloud service providers. Millions of users and 7K+ customers worldwide, including a majority of the Fortune 100, depend on JFrog solutions to securely embrace digital transformation. Once you leap forward, you won't go back! Learn more at [jfrog.com](https://jfrog.com) and follow us on X: [@jfrog](#).

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