

2025 Partner CMO Council Member Profiles

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Sandy Banerjee

Head of Marketing
Anthropic

Sandy is a marketing leader specializing in both B2C and B2B, currently leading B2B and Developer-facing teams at Anthropic. With prior experience at Facebook, WhatsApp, and Neeva (the world's first ad-free, private search engine), she brings a track record of building high-performing teams across product marketing, brand, social, and customer success, as well as deep expertise in the AI industry. She was the founding marketer at both Neeva and Anthropic, and pioneered WhatsApp's business strategy.

A Wharton MBA graduate, Sandy's background spans management consulting, product development, and technology strategy. She excels in growth marketing, customer research, demand gen, strategic leadership and executive stakeholder management.



Anand Rao

Chief Marketing Officer
CDW

Anand Rao is Chief Marketing Officer at CDW, a global provider of full-stack technology solutions and services. His mandate is to drive brand awareness, demand generation, category growth, customer loyalty and retention across corporate, small business, and government entities.

Anand is sharply focused on MarTech automation, and an AI driven approach towards propensity modeling, audience segmentation, creative and content generation, campaign delivery, and measurement.

Before joining CDW in 2022, Anand served as senior vice president of marketing at AutoNation, the largest automotive retailer in the US. As a management consultant at McKinsey, IBM Consulting, and PwC, he has helped several companies transform digitally and modernize their marketing capabilities.

Anand earned a bachelor's and master's degree in engineering and a master's degree in business administration from the University of Chicago Booth School of Business. He currently serves on the board of directors of Compudopt and formerly served on the board of directors for Vroom.



Liesbeth Herman

Chief Marketing Officer
Devoteam

Liesbeth Hermans is the Chief Marketing Officer for the Google Cloud Business Unit at Devoteam, where she leads marketing teams across 18 countries in EMEA. Based in Brussels, Belgium, she is a passionate B2B marketing professional with a love for digital marketing, strong visuals, and compelling content. Her top skills include team leadership, innovative thinking and storytelling.

In her current role, she is responsible for the global marketing strategy for Devoteam's Google Cloud offerings, managing partner relationships, and driving business growth through demand generation and awareness campaigns.

Her career includes several marketing leadership roles, as well as earlier experience in TV media as a journalist.

Outside of work Liesbeth enjoys making memories with her family, exploring new places, photography, savoring food with friends, and drinking latte macchiatos in the sun.



Hilary Kerner

Chief Marketing Officer
Insight

Hilary leads a global team of marketers charged with driving growth in both mindshare and market share, distinguishing Insight as the leading AI-first Solutions Integrator. She is a seasoned technology marketing executive with a proven track record delivering growth and transformation.

Prior to joining Insight, Kerner led marketing for IBM's AI businesses as CMO of IBM Watson Data and AI and head of IBM Product Marketing. She also served as the CMO of Merative, a healthcare data and analytics company. She received her undergraduate degree in communications from Boston College and her MBA from Northwestern's Kellogg School of Management.

Kerner is passionate about developing teams and collaborating with stakeholders across the business to drive results. She has extensive experience in go-to-market strategies, digital transformation, brand building, product management, and sales enablement. Kerner creates a dynamic, forward-thinking, and inclusive culture — where teammates feel supported to bring new ideas, challenge the status quo, and bring their full, authentic selves to work.



Joanne Del Toro

CMO of Network Solutions and
CPO of Newfold Digital
Newfold

Joanne Del Toro is the Chief Marketing Officer of Network Solutions Group and Chief Product Officer of Newfold Digital. Joanne brings over 20 years of strategic and operational experience in a wide range of functional areas including marketing, operations, strategy, technology and product management. Prior to her role at Network Solutions, Joanne held a variety of leadership roles at MCI, Cable & Wireless and Scholastic Inc. Joanne is based in Washington DC and holds a Bachelor of Arts Cum Laude in History from Wellesley College and a Master's in Public Policy from New York University.



Mona Charif

Chief Marketing Officer
NTT Data

Mona Charif leads worldwide marketing and external communications for NTT Data. She has 30+ years of leadership experience supporting growth at Fortune 100 companies including Dell Services, HP Enterprise Services, EDS and Lucent Technologies. She earned a bachelor's degree in journalism and an MBA from the University of Texas.



Laura Fay

**Global Vice President of Enterprise,
Digital and Revenue Marketing
NVIDIA**

Laura Fay is the Global Vice President of Enterprise, Digital and Revenue Marketing at NVIDIA. Specializing in go-to-market strategy, campaign and content marketing, digital and revenue marketing, Laura leads NVIDIA's marketing in creating relevant, engaging interactions with enterprise customers, developers, and partners across the world. Laura brings over 30 years of experience to her innovative approach in building and developing high performing global marketing teams and leaders.

Prior to joining NVIDIA in 2016, Laura served as Vice President of Global Marketing at Cisco Systems, where she was responsible for developing marketing strategy and execution for Cisco's entire portfolio of products. Throughout her career she has led many functions such as corporate and timely communications, events, market intelligence, digital marketing, operations as well as product marketing and management.

Laura holds a master's degree in business administration from Santa Clara University with a dual concentration in Marketing and Managing Technology and Innovation, and a bachelor's degree in business administration from University of California Riverside.



Heather Rim

**Chief Marketing Officer
Optiv**

Heather Rim is a global marketing and communications executive with more than two decades of experience shaping category-defining brands and driving business growth. As chief marketing officer at Optiv, the cyber advisory and solutions leader, she leads the company's global marketing and communications team to advance brand visibility, fuel demand and deepen stakeholder engagement. She also serves as co-chair of Optiv's Client Advisory Board, and executive sponsor of Optiv Chips In and the Optiv Women's Network.

Previously, Rim served as chief marketing and communications officer at AECOM where she led enterprise-wide brand, reputation, client and community engagement programs to accelerate growth. Her prior leadership roles include senior positions at Avery Dennison, The Walt Disney Company and WellPoint, where she guided brand, communications, sustainability and investor relations programs to strengthen market positioning and organizational alignment.

A committed civic and industry leader, Rim serves on the Annenberg Board of Councilors at the University of Southern California, chairs the Annenberg Alumni Advisory Board and is a member of the Center for Public Relations Advisory Board. She is also an Ambassador of the Executive Women's Forum for Information Security, Risk Management and Privacy.

Rim holds a master's degree in communication management from USC and a bachelor's degree in marketing, summa cum laude, from Azusa Pacific University.



Kelly Waldher

Chief Marketing Officer
Palo Alto Networks

Kelly Waldher is Chief Marketing Officer for Palo Alto Networks. He is responsible for the transformation and scale of the company's go-to-market initiatives, establishing Palo Alto Networks as the foremost authority in AI and cybersecurity. By leading the company's global marketing efforts, Kelly aims to position Palo Alto Networks as the go-to platform for cutting-edge, AI-powered security solutions.

Kelly is a tenured marketing executive with a diverse background spanning top tech companies. Prior to joining Palo Alto Networks, he served as the CMO at Zendesk, where he led marketing, communications and sales development teams and was the General Manager of the online business segment. As the Vice President for Google Workspace, he oversaw global marketing functions, including brand management, product marketing, demand generation, growth strategies, and analyst relations. Kelly served as Executive Vice President and General Manager at Qualtrics, and 14 years at Microsoft, as General Manager of Microsoft 365 and Teams, driving global product marketing efforts.

Kelly holds an MBA from Harvard Business School and a Bachelor of Science in Chemical Engineering from Washington State University.



Noelle Kerimes

Chief Marketing Officer
Quantiphi

Noelle serves as Global CMO at Quantiphi, an applied AI and data engineering company, and brings over 20 years of experience driving growth for technology leaders including HCL, IBM, and Deloitte. Her work spans enterprise tech, SaaS, and AI, with a focus on go-to-market strategy, growth marketing, branding, and thought leadership integration. Recognized as a 2025 Colorado Titan 100 C-Level Executive, Noelle also serves on the Advisory Board at the University of Colorado, supporting the next generation of business leaders.

Her passion for marketing began early, working with WPP and learning the power of branding, trust, and positioning. That foundation still shapes how she leads today.



Desiree Motamedi

SVP & CMO - Next Gen Platform
Salesforce

With over 20 years of experience in the marketing field, Desiree currently holds the pivotal role of SVP & Chief Marketing Officer, championing the vision and strategy of Salesforce's Next Gen Platform. Prior to her role at Salesforce, Desiree held the position of VP, Global Head of Product Marketing at Shopify, where she was dedicated to the overall success of its product awareness and adoption, ensuring that the company was always at the forefront of Commerce trends.

She is a leader of Inbound, product marketing, GTM, and outbound marketing efforts, building teams, leading marketing craft, and providing mentorship to early stage startups and budding marketers. She previously worked at Meta as a Senior Global Marketing Director, defining a strong developer brand and driving adoption of Meta's innovative products like PyTorch, SparkAR and the Facebook Platform. Earlier in her career, Desiree built a vibrant developer community in her role at Google as a Marketing Lead, and prior to that, she began her career at Adobe, where she led the effort to repackage Creative Suite and Flash Media Server.



Colin Fleming

EVP, Chief Marketing Officer
ServiceNow

Colin is responsible for the global marketing strategy and growing brand recognition worldwide.

An award-winning brand, storytelling, and experiential leader, Colin brings nearly two decades of experience building impactful brand and marketing programs. Before joining ServiceNow, he was pivotal in scaling Salesforce's global presence as the Executive Vice President of Global Marketing and Chief Brand Officer, where his teams drove significant increases in market share and brand awareness.

Colin's career began in an unexpected field—as a professional race car driver and Formula 1 test driver for Red Bull Racing. His transition from the fast-paced world of racing to marketing was fueled by his passion for brand strategy and *ahem* driving high-speed growth and transformation.



Sangeeta Prasad

Chief Marketing Officer
Slalom

Sangeeta Prasad joined Slalom, a next-generation professional services company, as its first global chief marketing officer in 2020. She is responsible for leading both the external and internal marketing efforts for Slalom.

Before joining Slalom, Sangeeta worked in a variety of brand management and marketing leadership roles at JPMorgan Chase, American Express, and Procter & Gamble. Most recently, she served as the first global chief marketing officer for Russell Reynolds Associates.

Sangeeta is a creative marketer and intrapreneur who operates at the intersection of brand transformation and demand/performance marketing. Her vision is to help Slalom become a global brand that is known for building better tomorrows for all, while also helping accelerate business growth through marketing.

Sangeeta's global perspective and ability to forge consensus across cultural boundaries are informed by having lived and worked across the globe, including Korea, Brazil, India, Australia, and several cities in the United States.



Arturo Pena

Chief Marketing Officer
SoftServe

Arturo Pena is a marketing transformation leader with nearly two decades of experience in the technology sector. He is skilled in managing demand generation, integrating sales and marketing functions, streamlining and automating marketing operations, and delivering omnichannel and digital experiences.

Arturo joined SoftServe from Cognizant, where he was VP of global marketing, leading teams across North America, Europe, and APAC. Before that, he held senior marketing and commercial positions at companies like GE Digital, Dell Technologies, and Itera, an IBM Premier Partner in LATAM.

At SoftServe, Arturo establishes brand awareness and expands revenue pipelines through customer-focused strategies, such as account-based marketing and modern digital tactics. He is also passionate about developing high-performing marketing teams.

Arturo has acquired several qualifications, including an MBA from Rice University and a Design Thinking Certification from MIT.



Matt Davison

Chief Marketing Officer
SoftwareONE

As CMO at SoftwareOne, a leading global provider of software and cloud solutions, Matt Davison drives the company's comprehensive marketing strategy, focusing on brand growth, demand generation, and market recognition. With a career that spans nearly two decades, Matt brings extensive experience leading high-performance teams in both enterprise technology and channel organizations.

Matt joined SoftwareOne in 2020 as Vice President of Marketing and Communications for North America. He later took on the role of Global Vice President of Demand Generation before stepping into his current position. Prior to SoftwareOne, Matt served as the head of Global Digital and Brand Marketing for Lenovo's Data Center Group and held key marketing leadership roles at Forsythe Technology (now part of CDW).

His broad career experience, which includes both agency and corporate roles in early-stage startups as well as large global enterprises, has equipped him with a unique ability to innovate and adapt in fast-paced, competitive markets. Known for his thoughtful, analytical, and inventive leadership style, which aligns with his INTP persona, Matt excels at driving transformation and fostering collaboration across teams to deliver measurable business results. Matt lives in Raleigh, NC, with his wife, their 9-year-old twins (a boy and a girl), and their 12-year-old Vizsla, Penny.



Peeyush Dubey

Chief Marketing Officer
Tech Mahindra

Peeyush Dubey is Chief Marketing Officer at Tech Mahindra Ltd. one of the leading technology consulting companies in the world. He joined TechM in November 2023 and leads a passionate team of 'TechMighties' managing corporate brand, external and internal communications, thought leadership, demand generation, analyst relations, advisor relations, account-based marketing, digital marketing, events and conferences, and talent branding.

Peeyush is the Chair of the Board Tech Mahindra Global Chess League and serves on the board of Pininfarina S.p.A. Before Tech Mahindra, Peeyush was the Chief Marketing & Strategy Officer at MathCo, a fast-growing Analytics & AI company headquartered in Chicago, IL. Peeyush has a remarkable track-record of building brands and leading global teams. Prior to MathCo, Peeyush was EVP and Chief Marketing Officer at Larsen & Toubro Infotech (LTI) where he led a spectacular brand transformation, positioning the company as the digital transformation partner of large enterprises. Before LTI, his experience includes impactful stints with Mindtree, Infosys, iGate (now Capgemini) and IDS.

While playing these roles, he lived and worked in USA, India, Australia, Middle East, Sri Lanka, and Tanzania. Peeyush holds an MBA in Marketing and has completed executive education on leadership from the University of Michigan. Outside of work, Peeyush is a short-distance runner looking to run his next half-marathon. He lives in New Jersey with his family.



Keith Landis

Chief Marketing Officer

Xebia

Keith Landis is a results-driven global marketing executive with over 20 years of experience at the intersection of brand, culture, and data. Specializing in IT Services and Business Consulting, he has a proven track record of driving business transformation and sustainable growth through innovative marketing strategies.

In May 2023, Keith joined Xebia as Global Chief Marketing Officer, overseeing all facets of marketing and communications — from brand development to demand generation. During his tenure, Keith successfully unified 18 brands under a single cohesive identity, launched a forward-thinking AI-first positioning, and reimagined the company's digital presence. Xebia is a leading global provider of technology consulting, software engineering, and training, with expertise in Applied & GenAI, Intelligent Automation, Data & Cloud Modernization, and Digital Product & Platform Development.

Before joining Xebia, Keith served as CMO at Persistent Systems, where he led a comprehensive marketing transformation that helped the company double its revenue to \$1B and deliver a 720% return for shareholders. Persistent was also recognized as the fastest-growing Indian IT brand in 2022 by Brand Finance. Earlier in his career, Keith held senior marketing roles at IBM, PwC, and Conduent, honing his expertise in business strategy, global marketing, account-based marketing, and digital transformation across diverse industries.

Outside of work, Keith enjoys quality family time, exploring music, traveling, and discovering new culinary experiences.

2025 Partner CMO Council Speaker Profiles



Alison Wagonfeld

Chief Marketing Officer
Google Cloud

Alison Wagonfeld is the Chief Marketing Officer (CMO) for Google Cloud representing both Google Cloud Platform and Google Workspace. In this global role she manages product marketing, demand gen, brand, creative, partner marketing, strategy & ops, events, and regional/field teams. Previously, she was an operating partner at Emergence Capital, a leading Silicon Valley venture capital firm focused on enterprise cloud companies, where she worked with over 30 portfolio companies and developed the firm's branding, marketing, and talent programs.

Prior to Emergence, Alison was Executive Director of the Harvard Business School California Research Center where she worked with faculty to build the entrepreneurship curriculum, helped develop programs for the Harvard Innovation Lab and led Harvard student "entrepreneurship immersion" trips to Silicon Valley. Before her role at HBS, Alison led Marketing and Business Development at Greenlight, a venture backed start-up, and worked at Intuit, where she co-founded the Quicken Loans business. Earlier in her career, Alison worked as a product manager at Microsoft and as an investment banking analyst at Morgan Stanley in New York and Hong Kong.

Alison currently sits on the public board of BILL Holdings (BILL) as well as the Advisory Board of the Yale Jackson School of Global Affairs and the Leadership Council of Yale Engineering.



Aimee Catalano

Managing Director, Global Partner Marketing
Google Cloud

Aimee leads the Global Partner Marketing organization at Google Cloud. This team is responsible for joint marketing across the portfolio of Google Cloud partners and products. Through her 20+ years of experience in enterprise marketing, she's held a variety of leadership roles with large and small companies including the Vice President of Corporate Marketing for Pure Storage and the Vice President of Alliance Marketing at Citrix where she joined from the XenSource acquisition. She currently sits on the Google GTM Advisory Board for Capital G, Alphabet's Independent Growth fund, and the board of the Jimmy V Foundation Wine Celebration which has raised \$158M in the fight against cancer.

Aimee earned her MBA at Santa Clara University, and is an industry-recognized thought leader in go-to-market strategy for partner ecosystems. She received the Silicon Valley Business Journal Women of Influence Award for her marketing leadership and advocacy of women in technology, and the TechTarget Archer Award for Partner Marketing. Excellence.

When not working, she enjoys cycling, tennis, and together with her husband keeping up with two very busy sports-loving teenagers.



Menaka (MK) Shroff

Global Vice President of Android
Ecosystem Marketing
Google

Menaka is the Global Vice President of Android Ecosystem Marketing, leading marketing efforts for Android including Auto, XR, and Google TV, and oversees global campaign strategy and partner marketing for this rapidly transforming business. Menaka is a marketing veteran with more than 20 years of experience covering technical sales, product management, and global marketing.

She has held leadership roles at some of the most innovative companies in the technology industry, including Box, Yahoo! and BetterWorks. Menaka has an MBA from the Haas School of Business at UC Berkeley and an MS in Engineering from USC.



Jed Clevenger

Director, Performance Media & Digital
Marketing
Google

Jed is a dynamic marketing and operations leader with over 20 years of experience. He takes pride in building high-performing teams and delivering significant impact for major brands like Ebay, Meta (Facebook, Instagram, WhatsApp), Indeed, and Google. He is currently Global Director, Performance Marketing for Google. Before Google, Jed led Growth Marketing & Marketing Analytics at Indeed.

Prior to that he was Director, Digital Marketing at Facebook for 9 years. Jed holds an M.B.A. from the Haas School of Business at the University of California, Berkeley, and a B.S. in Finance from Boston College.



Emma Delrose

AI Transformation Lead for Marketing
Google Cloud

Emma Delrose is a Senior Program Manager driving AI Strategy and Transformation for Google Cloud Marketing, responsible for crafting GCM's AI strategy and collaborating with executive leadership to implement it at scale. Emma leads the Agentspace rollout and has innovated by building the first custom high-code AI agent for marketers, with more in development. Prior to Google, Emma was a Principal at BCG, where she guided clients across various sectors through growth strategies, AI integration, and large-scale organizational transformations.

She holds an MBA from the University of Washington, Foster School of Business and a BA in Comparative Literature from New York University.