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BAYAREACMO ORBIE® AWARDS

The annual BayAreaCMO ORBIE® Awards honors chief marketing officers who have demonstrated excellence in marketing leadership. Winners in the Super Global, Global, Large Enterprise, Enterprise & Corporate categories will be announced November 7 at San Francisco Marriott Marquis.



FROM THE CHAIR

Marketing Moves Fast. Your
Peers Help You Stay Ahead.
PG 3



LEADERSHIP AWARD RECIPIENT

Cammie Dunaway
PG 4

CONGRATULATIONS 2025 BAYAREACMO ORBIE NOMINEES

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	ARIEL KELMAN Salesforce Inc	ERICA MORGENSTERN Personify Health	SUSAN STEIN Allergan		
	JOYCE KIM Zscaler				
	PRACHI GORE Checkr, Inc.				



Marketing Moves Fast. Your Peers Help You Stay Ahead.

Whether you're leading a global corporation or a local nonprofit, there's no textbook for how to be a great CMO. Experienced leaders recognize the "superpower" of trusted relationships—the fastest path to transforming ideas into impact, plans into progress, and vision into reality.

BayAreaCMO brings together preeminent Chief Marketing Officers from the Bay Area's leading organizations to strengthen effectiveness, overcome challenges, and create business value.

Member-led, non-commercial

programs foster meaningful professional relationships, empowering CMOs to collaboration on shared challenges and gain leadership advantage. In any gathering of CMOs, the answer is in the room. Through regular member-led events and interactions, the collective power of executives working together generates immense value.

The Inspire Leadership Network connects over 2,000 C-suite leaders across more than 40 chapters. From public and private companies to government, education, healthcare, and nonprofits, we exist to help

members succeed in one of the most demanding C-suite executive roles.

The ORBIE Awards honor outstanding leadership of CMOs in the Bay Area. On behalf of BayAreaCMO, I congratulate the nominees and finalists for their remarkable achievements. A special thank you to the partners and underwriters for making the BayAreaCMO ORBIE Awards possible.

With the right connections and relationships, transformation is possible—and it's happening today, as evidenced by the finalists featured in this special section.



Sincerely,
Jean English

Jean English
2025 Chair, BayAreaCMO
CMO, CoreWeave



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Cammie Dunaway

Board Member
Retired CMO | Duolingo

Cammie Dunaway is an executive coach and Planet Fitness, Flo, and The Wonder Project board member. She retired in July 2022 from her work as the Chief Marketing Officer for Duolingo, the world's most popular language-learning app.

Ms. Dunaway previously served as the U.S. President and Global Chief Marketing Officer of KidZania, an international

location-based entertainment concept focused on children's role-playing activities. Ms. Dunaway also served as Executive Vice President for Nintendo, overseeing all sales and marketing activities for the company in the United States, Canada, and Latin America.

Before joining Nintendo, Ms. Dunaway was Chief Marketing Officer for Yahoo! from June 2003 to November 2007.

She served at Frito-Lay for 13 years in various leadership roles in sales and marketing, including Vice President of Kids and Teens brands.

Ms. Dunaway holds a Bachelor of Science in business administration from the University of Richmond and an M.B.A. from Harvard Business School. She is the author of the best-selling book *Fit Matters: How to Love Your Job*.

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SUPER GLOBAL FINALISTS

OVER \$5 BILLION IN ANNUAL REVENUE
& MULTI-NATIONAL OPERATIONS



Adam Berlew
CMO
Equinix



Adam Berlew is CMO for Equinix. He previously held go-to-market, product management, and marketing leadership positions at Atlassian, Google Cloud, Broadcom, and Dell, among others. Adam is known for his ability to create brands and accelerate sales and customer acquisition. Adam holds degrees from Wharton School and Brown University. He is also a Board Member at Stifel Financial, a Member of Glynn 100 and holds a Life Membership at the Council on Foreign Relations.

SUCCESS STORY: Marketing has launched a new brand messaging platform, establishing a unique and defensible market position. Our core proposition, “private infrastructure with the ease of public cloud software,” stems from combining physical and virtual interconnects with global scale. This message has been disseminated internally and externally to all key audiences: customers, investors, employees, talent, government, and partners. The Marketing team has ensured consistent communication across all channels. Notable achievements include a successful media strategy, generating 220 signature media hits in 2024, and a brand campaign that boosted web traffic tenfold and marketing-originated opportunities by 60%.



Gabie Boko
CMO
NetApp



Gabie Boko is Chief Marketing Officer at NetApp, shaping the company’s evolution as a leader in Intelligent Data Infrastructure. A 25-year+ tech veteran with prior leadership roles at HPE, SAP, Sage, and Cognos, she joined NetApp in 2023 after leading Portfolio Marketing. Known for driving transformation, Gabie combines a customer-first mindset with data-driven strategies, positioning marketing as a force for business growth, market creation, and long-term strategic impact.

SUCCESS STORY: Under my leadership, marketing has become a growth engine for NetApp—redefining our brand as the leader in Intelligent Data Infrastructure and positioning us at the center of AI, cloud, and cyber resilience. By embedding AI-powered personalization and data-driven strategies, we’ve elevated campaign effectiveness and accelerated pipeline impact. Just as importantly, we’ve built a culture of bold storytelling and innovation that amplifies our market voice and drives measurable outcomes. Marketing is no longer a support function—it’s a catalyst for transformation, growth, and competitive advantage.



Emma Chalwin
CMO
Workday



Emma Chalwin is Workday’s chief marketing officer (CMO), leading the global marketing team to build the brand and create customer demand worldwide. Before joining Workday in 2023, she was the EVP of Field Marketing at Salesforce, where she focused on go-to-market plans, brand awareness, and global demand generation. Her earlier career includes leadership roles at Macrovision, McAfee, and Adobe. She holds a bachelor’s degree in European Business Studies.

SUCCESS STORY: Under my leadership, the Workday marketing team has redefined B2B engagement and driven significant growth. We shattered B2B norms with the “Rock Star” campaign, which brought “consumer magic” to the enterprise world, boosting website traffic by over 50% and increasing lead-to-sale conversions by 17%. We also crafted the “Forever Forward” narrative internally, a story about our trusted AI partnership that resulted in 95% of tech professionals having a more favorable view of Workday. To amplify this message, we trained nearly 20,000 employees as brand ambassadors. This strategic, human-centric approach has cemented Workday’s position as an industry leader.



Carrie Palin
SVP & CMO
Cisco



Carrie Palin is SVP and Chief Marketing Officer (CMO) at Cisco and a member of the Executive Leadership Team. Her responsibilities include regional field, digital, and partner marketing, in addition to corporate brand strategy, sponsorships, and global events. Before joining Cisco, Palin held leadership positions at Splunk, SendGrid (acquired by Twilio) Box, IBM and Dell. Carrie holds a B.S. from Texas Christian University and serves on the Board of Directors of NetApp and DemandScience.

SUCCESS STORY: Within the last year and a half, Carrie Palin’s team leveraged Cisco’s \$28B acquisition of Splunk to spur on the development of the company’s comprehensive One Cisco Story. With Splunk becoming a part of Cisco’s portfolio, her team worked to bring together previously standalone business units into a unified “One Cisco.” Starting with Splunk, the team began unifying pieces of a complex business to have centralized decision-making/centralized marketing. The One Cisco approach brings together the power of the company’s portfolio – the power of the network together with security, observability, and collaboration – delivering exceptional outcomes for Cisco’s customers.



Sanjai Parthasarathi
CMO
Coherent Corp.



Dr. Sanjai Parthasarathi has been Chief Marketing Officer of Coherent since 2019, where he has led global marketing through transformative growth, including two major acquisitions and a complete rebrand. With over three decades of broad management and technical experience, he focuses on building high-impact teams, aligning strategy to market opportunity, and delivering measurable results. His leadership has helped Coherent expand its global presence, strengthen its brand, & accelerate growth in the rapidly evolving AI/datacenter sector.

SUCCESS STORY: As II-VI’s first CMO, I led the transformation of our marketing function during two landmark acquisitions Finisar (\$3B) and Coherent Inc. (\$7B). We re-organized around markets, launched corporate strategic marketing and intelligence functions, and rebranded the company as Coherent Corp. Our efforts drove record revenues (4X growth), 5X social media following (6.2% engagement), and 60% YoY growth in AI/datacenter. We improved efficiency through our new Malaysian MARCOM hub, elevating brand presence with 7 industry awards and 100+ executive engagements and an investor day. Marketing became a strategic growth engine—aligned to vision, accountable to metrics, & core to enterprise success.

GLOBAL FINALISTS

OVER \$2.5 BILLION IN ANNUAL REVENUE & MULTI-NATIONAL OPERATIONS



Kamal Bhandal

SVP, Global Invisalign Brand, Consumer & Americas Marketing, Invisalign /Align Technology



Kamal Bhandal is a modern growth executive at the intersection of healthcare, technology, and consumer marketing. She has led global brand, digital, and customer marketing strategies that drive adoption across teens, adults, and doctors customers. Known for blending analytical rigor with creative storytelling, Kamal builds high-performing teams, embeds data driven rigor into marketing ecosystems, and delivers measurable impact. Kamal currently leads the Global Invisalign brand marketing and Americas marketing for Align Technology.

SUCCESS STORY: Under Kamal's leadership, the Invisalign marketing team has redefined sports marketing—from logo placement to full-funnel engagement that inspires fans and drives growth. Her strategy spans top-of-funnel partnerships with leagues and teams like the NFL, Golden State Warriors, and BayFC; mid-funnel activations with talent such as Diana Flores, Flau'jae Johnson, and 500+ NFL players; and bottom-funnel experiences that convert fandom into confident buyers. By building a data led brand ecosystem, Kamal has elevated the Invisalign brand into an unexpected industry leader, transforming sponsorships into cultural platforms that inspire the next generation to believe in themselves and pursue their aspirations.



Joyce Hwang

Head of Marketing
Dropbox



Joyce Hwang is the Head of Marketing at Dropbox, a leading cloud-based solution whose mission is to design a more enlightened way of working. She has over 15 years of experience in marketing, strategy, operations, and analytics, with a focus on driving revenue growth in tech SaaS. She leads all global, integrated Marketing teams, including performance marketing, field marketing, partner marketing, lifecycle marketing, web, integrated campaigns, content marketing, customer marketing, marketing operations, and marketing data science. She is focused on strengthening the intersection across Customer, Product, and Go-To-Market, as well as setting, implementing, and scaling a unified Marketing plan across segments and routes to market to grow demand, delight customers, and strengthen the global brand. She has a passion for balancing the art and science of Marketing, particularly around: developing comprehensive strategies to effectively reach target audiences across all channels, crafting narratives and activating impactful campaigns to engage customers, and leveraging data and analytics to optimize Marketing performance and budget. Prior to joining Dropbox, she held various leadership roles at RingCentral, Adobe, and Box, and started her career with Deloitte Consulting in the Strategy and Operations practice. She holds an MBA from the Wharton Business School and an HBA from the Ivey Business School.



Chris Koehler

CMO
Twilio



Chris Koehler is Chief Marketing Officer at Twilio, responsible for global marketing strategy. Previously CMO at Box, Chris has over 25 years of leadership experience at Adobe, E*TRADE, SunTrust, and Claritas. He holds a B.S. in Marketing from George Mason, an MBA from Georgia State, and completed the Harvard Business Analytics Executive Education Program.

SUCCESS STORY: Chris Koehler led a major transformation of Twilio's marketing, sharpening focus, aligning with business goals, and delivering measurable results. He spearheaded Twilio's brand relaunch, positioning it as a leader in AI-powered customer engagement, and expanded its appeal with the "Be a Builder" campaign. Chris also championed AI in marketing workflows—now handling 95% of leads and 75% of support ticket deflection—dramatically improving speed and efficiency. Under Chris's leadership, marketing evolved into a high-impact function with clearer messaging, smarter operations, and stronger alignment, becoming a core driver of Twilio's business transformation.



Kira Makagon

President, COO & CMO
RingCentral



As President and COO, Kira Makagon is responsible for RingCentral's product and technology, direct and channel sales, customer success, marketing, and operations organizations. With over a decade of leadership at RingCentral, she has been instrumental in defining the company's multi-product portfolio and global reach, positioning it at the forefront of the AI-powered communications and collaboration market. Her visionary leadership has been crucial in propelling RingCentral's growth from pre-IPO to \$2.4B+ in annual recurring revenue.

SUCCESS STORY: Our most significant accomplishment is our delivery of effective AI solutions that solve real customer pain points, all while contributing to a future in which AI operates as an autonomous, integrated layer across business. We remain focused on challenges that customers feel every day, such as missed calls, stretched staff, and rising expectations for faster service. AI Receptionist, for example, ensures every inbound call is answered, routine requests are automated, and employees are redirected toward more challenging tasks. Our customer-first approach of listening, solving, and executing with discipline guides our innovation and reinforces our leadership in AI-powered communications.



Zeynep Ozdemir

CMO
Atlassian



Zeynep Ozdemir joined Atlassian as Chief Marketing Officer in 2023 and leads global marketing. Her team focuses on driving product adoption to unleash the power of teams everywhere. Previously, she was CMO at Palo Alto Networks, where she pioneered the XDR category in cybersecurity. Zeynep holds a PhD in Speech Processing and Machine Learning from Cambridge University and a bachelor's in Electrical Engineering from Harvard University.

SUCCESS STORY: Atlassian was historically known as a company for technical teams, but Marketing overhauled our go-to-market strategy to emphasize the critical role Atlassian plays for all teams. By introducing a blueprint for AI-assisted teamwork, the Atlassian System of Work, we repositioned Atlassian as a long-term partner for modern teamwork versus "the vendor of Jira". This shift accelerated our growth trajectory—doubling \$1M+ deals in a year and fueling \$5B+ annual revenue. With the introduction of Rovo, Atlassian's AI teammate, & a bold F1 partnership with Atlassian Williams Racing, we're on a mission to unleash the potential of every team in the world.



Denise Persson

CMO
Snowflake



Snowflake Denise Persson is the Chief Marketing Officer of Snowflake and a veteran marketing leader with a track record of building and scaling disruptive technology companies. Since 1996, she has helped take four startups from inception to successful IPOs—Genesys, ON24, Apigee, and Snowflake. Known for driving data-driven marketing strategies and customer-centric growth, she has built Snowflake's global brand into a market leader. Persson is passionate about bold innovation, customer outcomes, and creating lasting careers for her teams.

SUCCESS STORY: My proudest accomplishment has been helping build Snowflake into a company defined not just by historic milestones but by a culture of putting customers first and enabling people to thrive. By obsessing over customer success, Snowflake grew from a challenger to a global leader in Data + AI. Yet the most meaningful part of this journey has been seeing people grow—many starting in entry-level roles and advancing to senior leadership. Creating an environment where collaboration and talent flourish has been as rewarding as business results, shaping a team and company that will carry the industry forward.

LARGE ENTERPRISE FINALISTS

OVER \$1.5 BILLION IN
ANNUAL REVENUE



**Mandy
Dhaliwal**

EVP & CMO
Nutanix

NUTANIX

Mandy Dhaliwal is Chief Marketing Officer of Nutanix, where she leads a global marketing organization driving the company's rise as a hybrid multicloud leader. With over 25 years of technology marketing experience, she has repositioned brands, scaled growth engines, and delivered measurable gains in revenue, market capitalization, and customer adoption. A founding member of CMO Huddles and respected thought leader, she is also a passionate mentor, championing inclusion and developing the next generation of marketers.

SUCCESS STORY: Under my leadership, Nutanix marketing has become a powerful growth engine. We repositioned the company as a hybrid multicloud software leader, fueling meaningful growth in enterprise value. By modernizing our global go-to-market approach, elevating our annual .NEXT conference, and amplifying our competitive differentiation, we captured share against entrenched competitors in the enterprise. At the same time, I built a people-first culture—launching an internship program, mentoring leaders, and championing inclusion—delivering both measurable business results and lasting cultural impact.



**Meagen
Eisenberg**

CMO
Samsara

 **samsara**

Meagen Eisenberg is the Chief Marketing Officer at Samsara, a pioneer of the Connected Operations Platform. A seasoned executive, she has driven transformative growth at leading technology companies, including MongoDB and Navan. She is recognized for her strategic leadership, data-driven approach, and innovative use of AI to fuel business expansion. As an advisor and board member, she also mentors the next generation of leaders in the industry.

SUCCESS STORY: By using AI to drive our growth, I transformed Samsara's marketing team into a strategic partner for the business. We launched the "Marketing AI 30" initiative to modernize workflows and accelerate execution, which directly contributed to a 31% year-over-year increase in ARR and a 35% increase in new \$100K+ ARR customers. This strategic work, combined with leading major brand campaigns like the company's first Super Bowl ad, has delivered significant financial impact and established a new standard for marketing's role in the industry.



Joyce Kim

CMO
Zscaler

 **zscaler**

As the CMO of Zscaler, Joyce Kim is responsible for the company's global marketing and communications strategy, building brand recognition, and directing global go-to-market and demand generation strategies for Zscaler's portfolio of products and services. Joyce has over 20 years experience in marketing across the technology sector, spanning digital, brand, communications, and product marketing. Before joining Zscaler, she held CMO roles at Twilio and Genesys, and served as CMO and Chief Digital Officer at Arm.

SUCCESS STORY: Since joining Zscaler, my primary focus has been on modernizing our branding, positioning, and messaging while improving our demand and pipeline generation strategies to ensure that Zscaler stays relevant in the rapidly changing world of cybersecurity. With a world-class team of marketers whose energy, creativity, and enthusiasm knows no bounds, we've made significant strides in elevating our messaging by upleveling the conversation to demonstrate the business value of our solutions, revamped the creative expression of our brand, and created a full-funnel demand generation strategy to orchestrate the appropriate customer journey for our various products buying personas.



Ash Parikh

CMO
Absolute Security



Ash Parikh is the CMO at Absolute Security where he oversees global marketing strategy and execution for the company, including brand, demand generation, and product marketing. For 25+ years, Ash has led go-to-market strategy and execution at industry leading organizations across cybersecurity, data management, cloud, analytics, and enterprise software. Ash is a published author and frequent speaker on the "art and science" of marketing. He has received numerous industry awards.

SUCCESS STORY: Ash has won many Top CMO awards including Stevie and THE SAMMY. He is an author and speaker on the "art and science" of marketing. Ash has executed 25+ integrated campaigns, driving 30% of pipeline with above benchmark conversion, adding 1000s of new contacts. He has jumpstarted content, driving above benchmark click and open rates. His provocative awareness campaigns have forced competitors to change course or follow. His use of intent and propensity data, storytelling and optimization, has engaged and converted 1000s of new website visitors. He has driven leadership in 6 categories by changing the game vs. competitors.



**Renu
Upadhyay**

SVP & CMO
Omniassa, LLC

 **omniassa**

Renu Upadhyay is senior vice president of Marketing at Omniassa, leading global marketing strategy, demand generation, product and solution marketing and brand to establish Omniassa as the leading digital work platform company. Renu is an experienced technology marketer with a deep understanding of products, industry, and customers spanning mobile, wireless networking and collaboration solutions across large and mid-size organizations.

SUCCESS STORY: As Chief Marketing Officer, I led the launch of the Omniassa brand from the ground up, transforming a carved-out business unit into a high-growth, independent company with a bold identity and clear market vision. Within a year, I built a global marketing organization of 130, introduced a new channel program, and instilled a culture rooted in accountability, collaboration, and execution. These efforts generated immediate brand momentum, strengthened customer and partner confidence, and earned positive recognition from industry analysts. More than a launch, this work laid a foundation for long-term growth and market leadership for Omniassa in the digital workspace market.

ENTERPRISE FINALISTS

OVER \$750 MILLION IN
ANNUAL REVENUE



John Brown

CMO
Wilson Sonsini Goodrich
& Rosati

WILSON
SONSINI

I serve as Wilson Sonsini's Chief Marketing Officer and oversee the firm's global efforts in brand management, internal and external communications, event activity, creative services, and business development. I have had the honor of being a member of the firm's marketing function for more than 22 years, building a team of dedicated and talented professionals to serve one of the most recognizable and dynamic law firms in the world.

SUCCESS STORY: Wilson Sonsini's marketing department has remained remarkably cohesive and well-regarded during the time I've been fortunate to be CMO. A strong team is asked to handle sometimes intractable issues, and we get called regularly to work on many of them. The team has grown markedly over the past 5 years, signaling support from leadership for the initiatives we are leading. We are directly responsible for advancing new industry efforts around AI, Gaming, Digital Health, Fintech, and NewSpace. Areas of focus that were not formally organized previously. In an evermore complicated environment, it's a badge of honor to hear "ask Marketing."



Tricia Gellman

CMO
Box, Inc.

box

Tricia Gellman is Chief Marketing Officer at Box and is responsible for the company's global marketing strategy. She has 20+ years of marketing experience building brands and leading change at companies like Apple, Adobe, Salesforce, Checkr and most recently Drift. Throughout her career Tricia has been a builder, storyteller, and public speaker using her expertise in operations, demand generation and product marketing to create value for companies resulting in hyper growth and positive exits.

SUCCESS STORY: As Box CMO, I brought together Sales, Marketing, Customer Success, and Product teams around a unified go-to-market, supported by a new company story. In 7 months, we created a single view of our pipeline with clear accountability. This teamwork resulted in larger deals, better conversion rates and a transformation from unhealthy to healthy pipeline growth at 2-3x coverage targets. I also led an AI-first narrative, positioning Box as the platform for building agentic AI workflows that fuel employee efficiency and innovation by uncovering context from company's unstructured data. By investing in podcasts, content, and influencers, we sustained 30% quarter-over-quarter awareness growth, establishing Box as a leader in secure content intelligence.



Prachi Gore

SVP, Marketing
Checkr

checkr

Prachi Gore is Head of Marketing at Checkr, where she leads the marketing strategy that drives Checkr's exponential growth. Previously CMO at SmartRecruiters, Prachi is a strategic business leader with deep expertise in demand generation, brand building, and revenue optimization. She holds an engineering degree and MBA from Washington University, both earned on full scholarships. Known for scaling businesses and building market-leading brands, Prachi combines analytical rigor with creative vision to deliver transformational marketing results.

SUCCESS STORY: Under my leadership, Checkr's marketing team has driven unprecedented growth, scaling the company from ~\$150M to over \$750M in revenue. We transformed Checkr into one of the industry's most desirable brands, contributing to our recognition on Forbes' top lists for 5+ consecutive years. We launched and scaled our PLG business from zero into a major revenue pillar, repositioned our brand to achieve 70% awareness among target audiences, and executed strategic initiatives including the Goodhire acquisition integration. Through integrated demand generation, brand building, and revenue optimization, we've captured significant competitor market share and continue driving exponential growth.



Niki Hall

CMO
Five9

Five9

Niki Hall is a Fractional CMO and former CMO of Five9, where she led global marketing strategy, demand generation, brand, and customer advocacy. With over 20 years of experience across all marketing disciplines, she has driven growth at companies including Contentsquare, Selligent, Poly, and Cisco. Recognized on INSIDER's list of top marketing tech leaders, Niki is a four-time Stevie Award winner and a champion of women in leadership, known for building high-performing, customer-obsessed teams that deliver measurable business results.

SUCCESS STORY: At Five9, I led a global marketing transformation, launching a bold rebrand and "Power of More" campaign that spotlighted measurable customer success. This work drove \$4.8M in influenced pipeline, 49% YoY growth in AI sales opportunities, and a 7% enterprise market share increase. Our Customer Champion Program engaged 40+ companies, while thought leadership initiatives like AI Day and major CX research reports elevated our brand authority. By blending creativity, data-driven execution, and customer advocacy, we positioned Five9 as the trusted growth partner for enterprises worldwide — delivering measurable impact while uniting the company behind a shared vision.



Monica Kumar

EVP & CMO
Extreme Networks

Extreme
networks

Monica Kumar is EVP and CMO of Extreme Networks, leading global marketing and GTM strategy to drive brand, customer, and revenue growth. With 20+ years in enterprise technology, she's advanced growth through product differentiation, business transformation, sustainability, and equity. A champion of inclusion, she serves on boards including UPWARD Women and City Year. Previously CMO at Hitachi Vantara, she also held senior roles at Nutanix and Oracle. Monica holds a mechanical engineering degree and MBA.

SUCCESS STORY: Extreme Platform ONE's launch marks more than a product debut—it's a foundation for Extreme's future and a new category: network platforms. Over the past year, we engaged customers, partners, analysts, and media through a bold, multi-phase go-to-market strategy aligned with our Brand R/Evolution. Advisory boards shaped development, while early success stories validated impact. At Extreme Connect in Paris, Extreme Platform ONE took center stage with keynotes, demos, and deep-dive sessions highlighting AI-driven networking and security. Backed by strong analyst and media coverage, the integrated campaign drove global awareness and demand, proving what's possible through unified, coordinated teamwork.



Erica Morgenstern

CMO
Personify Health

personify
HEALTH

Erica is responsible for marketing strategies, initiatives, and operations. She led the company's rebrand to Personify Health, and oversees everything from demand generation to product and client marketing, and corporate communications. An impactful, creative, and energetic leader, Erica previously managed marketing communications at Welltok (acquired by Virgin Pulse) and Epocrates, the first medical app. She is a graduate of the University of Florida, and participates in professional and mentor groups, including Chief and HLTH Csweetener.

SUCCESS STORY: Launching the Personify Health brand following the Virgin Pulse and HealthComp merger is the marketing team's biggest and boldest success. Our human-centric approach—embodied in our name, logo, and the emotive Percy brandmark—reflects our commitment to putting people at the heart of health experiences. We brought the brand to life with in-person activations and authentic experiences. Employees, clients, and partners all felt like they were a part of our brand journey with a purposeful and thoughtful rollout. We created a new category and trajectory for the combined company while also establishing a brand that people have connected with deeply.



Wendy Wu

CMO
SailPoint

SailPoint

Wendy Wu brings 20+ years of B2B enterprise marketing experience. Most recently, she served as VP of Marketing at Box, leading global demand generation to drive growth of its content cloud platform. Prior to Box, she spent eight years at Google Cloud, building and scaling the demand generation team into multi-billion-dollar business. Earlier, Wendy held marketing leadership roles at Microsoft and other global firms. She holds a master's degree in Public Policy and Cultural Anthropology from Duke University.

SUCCESS STORY: Under my leadership, marketing has been central to SailPoint's growth—elevating our brand, fueling ARR and strengthening customer retention and expansion. Signature programs like Horizons of Identity, our Navigate conferences, IdentityTV, and many more expanded awareness and deepened engagement, while analyst recognition reinforced our leadership. Alongside these efforts, we guided SailPoint's transition toward a unified identity security platform, positioning the company for continued growth, innovation, and lasting customer partnerships.

CORPORATE FINALISTS

UP TO \$750 MILLION IN
ANNUAL REVENUE



Sri Batchu

CMO
The RealReal

TheRealReal

Sri Batchu is the most recent CMO of The RealReal, the leading luxury resale platform in the US where he oversaw a growth turnaround. He has previously led growth and operational teams during critical inflections at hyper growth scale-ups like Ramp, Instacart and Opendoor. He started his career in management consulting and investing.

SUCCESS STORY: In less than two years, TRR's marketing team has been able to re-accelerate a business from negative double digit growth to positive double digit growth. The company accomplished that even as we invested in reviving a brand narrative that has led to initiatives nominated for Cannes for the first time in company history.



Julia Chen Davidson

Global Head of Marketing
Lingo by Abbott

Lingo by Abbott

Julia is the Global Head of Marketing for Lingo, Abbott's groundbreaking, direct-to-consumer biowearables division. She is responsible for setting the go-to-market strategy and building the brand for Lingo, overseeing a global marketing team across product marketing, brand, growth, creative, operations, and research & insights.

Julia joined Abbott from Google, where she most recently served as the Global Head of Brand and Integrated Marketing for the company's commerce platform, helping drive 1B+ people to shop daily. Prior to this, Julia was part of the executive leadership team that launched Google Home, building the partner marketing organization and overseeing a portfolio of partners that contributed to 50%+ of all device sales and market leadership in 8 countries.

Julia is a growth driver and category builder, specializing in translating complex technology products through exceptional product marketing and breakthrough creativity. She holds an MBA from the Wharton School at the University of Pennsylvania and a BA from Harvard.



Scott Hogrefe

CMO
Netskope

netskope

Scott Hogrefe joined Netskope in 2013 as the company was entering the market. He has worked directly on every stage of marketing, including brand development, analyst relations, corporate marketing and communications, product marketing, events, customer programs and advocacy, and many other facets. Scott has over 25 years of technology marketing and program management experience, and leadership roles at Productiv, Citrix, and Brocade. Before that, Scott spent several years in information technology for Johnson and Johnson.

SUCCESS STORY: I'm incredibly proud of my team for transforming marketing into a key part of Netskope's success. Their work has been instrumental in establishing us as a top leader not just in one, but across multiple market categories. Through smart campaigns, deep audience engagement, and exceptional execution across all marketing disciplines, they fundamentally reshaped our brand and built a powerful marketing machine. This has led to significant pipeline growth and a surge in customers wanting to engage with our products. They are truly the architects of our incredible market momentum and success.



Charity Hudnall

CMO
Vagaro

vagaro

Charity Hudnall is the CMO at Vagaro, a leading software platform for the self-care industry. With experience spanning some of the top Bay Area tech and SaaS growth companies, she specializes in data-driven go-to-market strategy, brand positioning, and customer retention. At Vagaro, she has led expansion into global markets, including Australia, Canada, and the UK. Passionate about empowering women in business, she founded KNOWN, a collective supporting women through resources, networking, and professional growth opportunities.

SUCCESS STORY: When Charity Hudnall became Chief Marketing Officer at Vagaro, she brought vision, discipline, and a customer-first mindset shaped by her early career in the Silicon Valley tech industry. At Vagaro, she redefined brand positioning and focused on the customer journey, helping salons, spas, fitness studios, and medspas adopt and thrive on the platform. Under her leadership, Vagaro expanded globally into Canada and the UK and broadened into new verticals like fitness and tattoo artistry. Known for her data-driven yet empathetic leadership, Charity inspires teams to innovate fearlessly and empowers women to break barriers in the self-care industry.



Nichele Laynes

Director of Marketing,
Communications & Customer
Services, Alameda-Contra
Costa Transit District

AC TRANSIT

Nichele Laynes is the Director of Marketing, Communications, and Customer Services at AC Transit, the country's third-largest bus-only agency. Nichele directs the strategic activities of a team of professionals who execute customer-centric communications to enhance the brand visibility, increase ridership, optimize fare revenue and facilitate an optimal customer experience. Nichele has a BA from San Francisco State University and coursework toward an MBA at Mississippi Valley State University. She lives in Oakland with her family.

SUCCESS STORY: I'm most proud of our five consecutive first-place and three Grand Prize AdWheel Awards by the American Public Transit Association for excellence in marketing and communications. This recognition means so much because it highlights the implementation of our core philosophies - trust the team, give them space, filter decisions through a deliberate and defensible lens, and value everyone's contributions. With recognition for recruitment campaigns, social media strategy, event outreach, and collateral, every team member shares in the accomplishment and recognizes the marketing quality we present to riders, customers, stakeholders, and the community.



Samantha Wu

CMO
Eventbrite

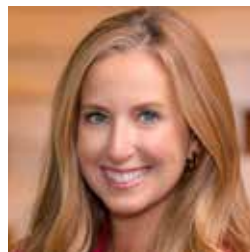
eventbrite

Samantha Wu is the CMO for Eventbrite. She leads the strategic direction of the company's marketing initiatives across brand, growth, product marketing and new revenue opportunities. With over 20 years of experience, Wu has also held senior roles across Meta, Visa and American Express. At Meta, she led the global consumer brand and product marketing for the Facebook App. Her marketing teams have been awarded with numerous global advertising awards, including BronzeLions at Cannes, and several shorty and clio awards for exceptional social content and campaign work.

SUCCESS STORY: Under Samantha's leadership, Eventbrite Marketing transformed into a high-performing team that delivered growth and reenergized the brand. By instilling a culture of accountability and urgency, Samantha elevated the team and improved marketing's contribution to key business outcomes. Her global rebranding campaign reestablished Eventbrite as the leading voice in the industry. She led a marketing transformation journey that advanced critical capabilities and integrated AI more fully into core processes for a more insights-driven, experiential approach to marketing. Samantha energized the team by improving training, recognition and engagement, empowering them to deliver consistent results quarter after quarter.

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Lina Calia
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