

# MOCCA CMO Panel Discussion

May 1, 2007

Moderated by Sheryl Root

## CMO Panel Bios

**Marge Brea**, Senior Vice President and Chief Marketing Officer, Business Objects

Marge Brea brings more than 20 years of technology marketing management experience to Business Objects. Most recently, Marge served as the senior vice president and chief marketing officer of BEA Systems. In her role there, she was responsible for all aspects of BEA's marketing operations worldwide, including launching the company's "Think liquid." branding campaign, executing on the BEA go-to-market strategy, evolving corporate strategy, and coordinating all elements of an integrated, global marketing program. Prior to BEA, Brea was senior vice president, marketing, for the global sales operations at Sun Microsystems. Marge Brea holds a masters of business administration from the University of Oregon and a BSEE from the University of Illinois (Urbana/Champaign).

**Ann Lewnes**, Senior Vice President, Corporate Marketing and Communications, Adobe

Prior to joining Adobe in November 2006, Ann served as vice president of sales and marketing at Intel Corporation. With more than 20 years of technology experience, Ann built global demand for the Intel brand from consumers, business professionals, and key computer channels. She managed the highly successful "Intel Inside" program and oversaw several groundbreaking campaigns, including Intel's 386 SX campaign and the launches of the Pentium and Centrino processor brands.

In 1997, Ann was named one of the top 25 women to watch by Advertising Age. In 2000, she was elected to the American Advertising Federation's Hall of Achievement.

Ann holds a bachelor's degree in international relations and journalism from Lehigh University. She serves on the boards of the Association of National Advertisers and JumpStart, a nonprofit that provides support to families of autistic children.

**Heidi Melin**, Chief Marketing Officer

Heidi came to Hyperion from PeopleSoft, where she held leadership marketing positions for more than nine years, most recently as group vice president of marketing services. In this role, Melin was responsible for advertising, brand management, creative services, direct response, telemarketing, peoplesoft.com, events, tradeshow and user conferences around the world. She also served as marketing integration lead for two major acquisitions. In addition to her thought leadership in marketing, Melin brings nearly 10 years advertising strategy experience and has worked on campaigns for high-tech clients that include Informix, Symantec, Frame Technology, Motorola and Network General.

A native of California, Melin holds a B.S. from Willamette University in Salem, Oregon. She has also served as guest lecturer for the Executive MBA programs at St. Mary's College and the Haas School of Business at the University of California, Berkeley.

**Judith Sim**, Senior Vice President and Chief Marketing Officer, Oracle Corporation

Judy joined Oracle at the age of 16 and has stayed there for 23 years. In her various roles at Oracle, she has led several significant globalization and consolidation initiatives and has worked and traveled extensively internationally. She is a frequent speaker at events and conferences. Ms. Sim has spent the bulk of her professional career with Oracle, attesting to the consistency of brand that Oracle maintains in the marketplace. She has grown with the company and is now helping to oversee the consolidation and maturing of the software industry and the integration of Oracle's strategic acquisitions.

Today, Ms Sim is head of corporate marketing programs including field marketing, advertising, events, and Brand and Creative. Judy holds a bachelor's of science degree from the University of California, Davis.

**Elisa Steele**, Vice President, Corporate Marketing

Elisa has more than 15 years of experience leading global marketing, branding, and communications teams at high-tech companies, most recently at Sun Microsystems. Prior to joining NetApp, Elisa led Sun's Integrated Marketing & Merchandising organization where she was responsible for global go-to-market initiatives, campaign execution, events, online marketing, and installed base marketing.

Elisa also spent time leading several marketing functions at Sun. Her professional experience includes management positions at iPlanet eCommerce Solutions, JavaSoft, and AT&T.

Elisa holds a master of business administration degree from San Francisco State University and a bachelor of business administration degree from the University of New Hampshire.