

## Biography

# LaShonda Anderson-Williams

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LaShonda is the Global EVP & Chief Strategy Officer of Healthcare & LifeSciences at Salesforce. With her, she brings over 27 years of experience creating and delivering successful revenue-generation strategies within Fortune 200 organizations.

LaShonda is known as a results-driven leader who has led multiple organizations to achieve double-digit revenue growth and increased profitability through enhanced strategic planning, innovative solutions, and exceptional execution, all while building diverse high-performing sales teams and leading with an inspirational style that has created world class sales cultures through balanced coaching and clarity on expectations and results.

Her decades of deep sales executive experience enables her to deliver strong performance, due to her strong collaboration skills to lead cross-functionally with the Sales & Operations Operating Unit (OU) Leaders, Technology & Product, Enablement, Marketing, Customer Success Groups, as well as Alliances & Channels to craft long-range business plans. Most recently, her expertise has set the standard for thought leadership at Salesforce that has driven growth and customer success on a global level.

LaShonda is a seasoned business executive with a proven track record of driving customer acquisition and retention across multiple business categories, including SMB, Channels & Alliances, and Business Applications. In her varied leadership roles, she has delivered exceptional results, achieving hyper growth in new logos for these categories. LaShonda attributes her success to her ability to build and lead cohesive teams, who are focused on improving customer success and lifetime value.

As a successful leader, LaShonda understands the importance of setting the right culture and leveraging technology to drive business success in an all-digital, work anywhere world. Her leadership philosophy emphasizes the importance of leadership development, employee engagement, and growth. With her experience leading Global Talent Management & Succession Planning, LaShonda has attracted top talent to join her teams across multiple Fortune 200 companies such as IBM, Microsoft, and Salesforce.

LaShonda currently serves on the board of Digimarc (DMRC) and Medical Informatics Corp, and also serves as an advisory board member for the UofH College of College of Technology & Engineering Board as well as FlockJay.

She has been honored among the 2021 Top 50 Most Powerful Women in Technology by the National Diversity Leadership Conference and was named one of the 2021 Top 25 Women Leaders by The Healthcare Technology Report.