



Karen Sommerich

Director, Brand Strategy
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Karen is Director of Brand Strategy at Salesforce, focusing on the foundations of brand identity, platform, architecture, and enablement supporting the brand. She strives to always align brand actions with business strategy, customer insights, and the mission of the company.

Karen has 20+ years of brand and marketing experience to pull from, across numerous industries and blue chip companies. She started her career in Public Relations and Advertising in the motorcycle industry, working for Kawasaki and Suzuki. After getting her MBA from Indiana University, she focused on Brand Management at consumer packaged goods companies, working at Kellogg's, Procter & Gamble, and Del Monte Foods. She moved into the realm of B2B and corporate brands in 2014, managing the Chevron global brand, and now has been at Salesforce for 4+ years