

## Access to Experts



**Kathleen Shouldis**

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Kathleen has spent the majority her career managing and marketing high tech, consumer electronics, and business-to-business product and services businesses. She currently is the Vice President of Software Marketing which includes a portfolio of nine brands within the IBM Middleware and Software Solutions divisions. In this role, she is responsible for the full go- to-market execution and multi-billion dollar revenue attainment across all seller routes in 13 regional territories in the US and Canada. Her scope of leadership spans strategy and market intelligence, market management, demand generation, pipeline execution, and channel development. Kathleen and her team have been instrumental in the development of IBM's Marketing transformation strategy and for the deployment of it's Marketing Automation Platform. In addition to her marketing responsibilities, she acts as COO running the business management system for the Senior VP of SW Sales, North America. Prior to this role in North America, Kathleen held several Worldwide executive roles including Worldwide Director of Tivoli Product and Category Marketing, and Director Worldwide Marketing Strategy & Program Management for IBM Software Group, where she was responsible for marketing strategy, management of marketing programs and demand generation. Previous positions in IBM include Strategic Planning and the launch of direct sales business for the former Personal Computing Division, and she joined IBM Corporate Marketing in 1997 as Manager, WW Integrated Marketing Communications Programs to launch it's e-business strategy and marketing programs in over 35 counties. Prior to joining IBM, she was a Vice President at Ammirati & Puris Inc. on the Compaq Computer account and worked at other agencies with clients Hitachi, Syncsort, and Applied Business Technology. Kathleen started her career as an Art Director at Gannett Co. Inc., and ran her own Corporate Identity and Design firm before moving into the technology sector. She holds a B.F.A. in Advertising and a minor in Psychology from Syracuse University. She resides in Ridgewood, New Jersey with her family and is an active member of her church and community.

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