

Elissa Fink

Board Member – Advisor – Former CMO

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Driving results with data. Building authentic brands and communities. Building and scaling positive work cultures. Creating customers for life. As CMO for Tableau Software from 2007-2018, the leader in on-premises and SaaS business intelligence & analytics platforms, Elissa Fink led all marketing strategy and execution from pre-IPO startup with ~\$5 million annual revenue to a public, global enterprise (NYSE:DATA) with \$1 billion in annual recurring revenue.

Prior to Tableau, Elissa served in marketing, product management and product engineering executive positions at IXI (now Equifax), Tele Atlas (now Tom-Tom), and other technology companies. She began her career selling advertising for the Wall Street Journal. Elissa holds a BA from Santa Clara University and an MBA in Marketing and Decision Systems from the University of Southern California. Now semi-retired, Fink advises tech companies and serves on multiple boards.

WORK EXPERIENCE

Board Member, Advisor and Mentor

December 2018 – Present

Tableau Software

August 2007 – December 2018

CMO (Chief Marketing Officer) / VP, Marketing

Lead strategy, planning and execution for all marketing worldwide, including brand, product marketing, demand generation, public relations and analyst relationships, community, awareness and visibility, partner marketing, website and online activities, etc. Built an enduring and highly regarded brand. Drove high performance, sales-oriented demand efforts with the marketing team directly sourcing revenue at twice the rate of comparable enterprise technology companies. Built marketing team from 3 people through successful IPO to 300+ person global organization. Transitioned company from on-premises software licenses to subscription SaaS model.

IXI Corporation (Equifax)

August 2004 – August 2007

Executive VP and CMO

Drove strategic planning, marketing, product management and product development for this marketing software and data company specializing in financial services. Quadrupled revenue in 3 years.

Tele Atlas (Tom Tom)

January 2001 – August 2004

VP, Worldwide Product Management / VP, North American Marketing & Product Engineering

Led Americas' marketing and product engineering, and global product management for this digital map data provider. Resulted in successful merger with GDT.

TopTier Software (SAP)

January 2000 – January 2001

Senior Director

Directed and implemented all marketing initiatives, including corporate marketing, field marketing, online marketing, PR and customer marketing. TopTier provided enterprise portal software to organizations with SAP.

Claritas (Nielsen)

April 1990 – January 2000

Senior VP / Director / Account Executive

Held a variety of account management, customer success, marketing and product management positions for this early market research and segmentation technology company.

BOARD SERVICE AND ADVISORIES

Qumulo Board Member	2020 – present
Uberflip Board Member	2020 – present
Pantheon.io Board Member	2019 – present
Concora Board Member	2019 – present
Salmon-Safe Board Member, a not-for-profit protecting Pacific Northwest watersheds	2019 – present
Advisor to Outreach, Intellimize, Exasol and Saviynt	2019 – present
Adjunct Professor: Foster School of Business, and Communications School, University of Washington	2019 – present
Operation Fistula Board Member, a not-for-profit serving women's health needs in Africa	2018 – present
Marshall School of Business, USC Corporate Advisory Board Member	2018 – present

EDUCATION

University of Southern California Marshall School of Business - MBA, Marketing, Emphasis: Decision Systems.
Santa Clara University - BA, English, Emphasis: Linguistics. With Honors.