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GLOBAL INTERNET OF THINGS PRACTICE

Director of Marketing

As the global marketing leader in the IoT practice at SAS, Michele is an evangelist for analytics and the IoT - promoting the importance of a robust analytics lifecycle to drive valuable outcomes in IoT initiatives across industries.

Michele and her team play an important role in growing SAS relevance and revenue related to IoT. Her team works closely with product management and R&D to ensure technology and solutions meet key market needs, while directly supporting regional marketing and the field sales organization with domain expertise, enablement, and thought leadership activities.

Prior to joining SAS in 2014, Michele held various roles at IBM in the Intel server group, including product management, product marketing and program management. She holds a bachelor's degree from the University of Virginia and lives in Cary, NC.