



Mark Yolton
Vice President, Head of Digital & Interactive
Salesforce.com



Mark Yolton is VP of Digital & Interactive at Salesforce. He and his team are responsible for the company's websites and interactive assets globally: to optimize them using analytics, testing, user experience design best practices, and an innovative, industry-leading digital strategy. The team manages organic search engine optimization, web analytics, content, and customer journeys to drive demand-generation and to deliver sales leads that help power the Salesforce business.

Prior, Mark was Vice President of Digital at Cisco. There he was responsible for leading a dramatic transformation of Cisco's global digital strategy and operations. He and his team managed Cisco's websites, social media, mobile apps and mobile-responsive web, and Cisco's world-class video capability through Cisco TV.

Earlier, Mark was the Senior Vice President of Digital for SAP where he was responsible for SAP's global websites, social media strategy, major technology events (including SAP TechEd which hosted 30,000 attendees in four global locations annually), and an active online community of nearly 3 million members.

He previously led digital and marketing teams at Oracle, PeopleSoft, Sun Microsystems, Unisys, and Prudential in field, regional, headquarters, and global roles in marketing, communications, the partner ecosystem, web, e-commerce marketplaces, and e-business.

Mark previously served as board advisor to the open innovation crowdsourcing start-up InnoCentive.

He is currently vice chairman of the board of the Unity Care Group, a non-profit agency serving at-risk youth in the Silicon Valley, which he serves as a volunteer.

He mentors a young man currently a freshman at the University of California at Davis, via the San Francisco Bay Area non-profit Students Rising Above.

Mark holds a degree in marketing and communications from Shippensburg University in central Pennsylvania. In addition to MBA coursework at LaSalle University, he has completed executive education programs at INSEAD (Fontainebleu, France), Stanford University (D-School in Palo Alto, CA), and the Kellogg School of Management at Northwestern University (Chicago, IL).

Mark Yolton is a husband, father of three adult children, and a Harley-Davidson enthusiast who rides with the Patriot Guard and Warriors Watch Riders to honor our military.

