

Joseph Pinto

CHIEF CUSTOMER EXPERIENCE OFFICER

Joe Pinto joined Pure Storage in 2019 as Chief Customer Experience Officer. Joe is responsible for leading the Global Services teams and the Pure Performance, Education, and Knowledge (PEAK) training and certification program. He also oversees the continued scale and evolution of Pure's customer experience model. He is responsible for spearheading digital-first capabilities around automation, migration services, and customer success while supporting Pure's industry-leading NPS score of 83.5.



Prior to joining Pure, Joe was a Senior Vice President at Cisco, where he oversaw the Technical Services team. During his 28-year tenure at Cisco, his team developed Cisco's first Technical Support website and created an industry-leading solution support offer for global customers and partners. The solution included lifecycle capabilities, such as onboarding and adoption, and education and learning capabilities. He also created the Cisco Certification Program, which has issued over 3 million technical certifications to individuals worldwide. His organization garnered numerous industry awards under his leadership.

Joe has sponsored customers in the banking, finance, and service-provider industries, helping build strong and trusted business relationships. Joe is also involved with several start-ups, both as an advisor and board member.

Joe served as the Chair of the Engineering Industry Advisory Council for over a decade and is now Chair of the Tower Foundation, both at San Jose State University.

In 2001, Joe and his wife Lynn established the Lynn and Joe Pinto Foundation to assist health, education, and welfare groups in Northern California.

Joe holds a bachelor's degree in business from Golden Gate University.