

# Lynn Lucas

## CHIEF MARKETING OFFICER

Lynn Lucas joined Pure Storage in December 2023 as Chief Marketing Officer (CMO), leading the global marketing organization. She is responsible for creative strategies that amplify brand awareness, drive demand for the company's technology portfolio and services, and deliver compelling customer experiences.



Lynn brings 25 years of go-to-market expertise for B2B organizations across hybrid cloud, software and infrastructure markets.

Prior to Pure, Lynn was CMO at Cohesity where she built the global marketing function and was a key leader driving scale in a hyper growth environment, while navigating a successful shift to SaaS. While there, she was selected as one of the Fearless 50 customer-led marketers of 2023. An advocate for diversity in tech, she co-led the Diversity, Equity, and Inclusion (DEI) Council and was executive sponsor for the Women's ERG.

Lynn's previous roles included CMO at Veritas and Good Technology, and executive leadership positions at Cisco Systems, culminating as Vice President, Collaboration Solutions for the \$5B unified communications, telepresence and Webex portfolio.

Lynn holds a Bachelor of Science (BS) in Electrical Engineering and Computer Science from the University of California, Berkeley.