

## MARK BOULTON, IFS CMO



Mark Boulton joined IFS as chief marketing officer (CMO) in January, 2012. He is also a member of IFS's executive committee.

As CMO, Mark is responsible for IFS's global marketing, alliances, and communications activities as well as IFS Academy. He works strategically to unify IFS's global voice in close collaboration with regional marketing teams and external agencies. With a special focus on joint marketing ventures with partners, Mark's ambition is to increase market awareness and strengthen IFS's position as a leader within the industry.

Mark has more than 30 years of experience from all aspects of the IT industry. He has extensive international experience, including work in Europe, Asia/Pacific, Africa and the USA. Mark has executive level experience in general management, sales and marketing leadership, and alliance management to P&L level with a highly successful track record in people management.

Mark has held a number of marketing executive positions in his career, including global business development for IBM and leading global storage marketing for Dell.