

ICT Executive Profile

Based on feedback from the annual survey around having access to more senior women as role models, each month we have an executive profile compiled from 7 questions posed to key executive women in the ICT industry

Glynis Marks

VP, Channels, Marketing and Sales Strategies Asia Pacific @ Citrix



What is your current role and what is your scope?

Regional Vice President, Marketing, Channels and Sales Strategies Asia Pacific. This encompasses the determination, communication and execution of the marketing strategy for Citrix across the Asia Pacific region.

I lead a multi-function and centralised Marketing team to build brand and awareness, generate demand and improve seller productivity. I focus our resources and investment on the optimal opportunities that will increase sales and contribute to the goals of the company and its business objectives.

I am responsible for developing a Partner Program structure that maximises our routes to market. And drive and define our Go-to-Market strategies, to ensure scale, efficiency and simplicity across the business.

What attracted you to a career in ICT?

Technology is dynamic. Every business needs IT. It's our customer's role to focus on how the organisation can achieve its strategy more effectively, I like being a part of that.

The opportunity to move from a consumer focused role, to focus on business to business marketing was very appealing. Ironically, during my time at Citrix I have seen the consumerisation of business technology mean that technology companies like Citrix have had to take a more consumer friendly approach to the way we market to our customers, so my background has been very useful in that sense.

Tell us about the highpoints and lowpoints of your career?

I am passionate about making a difference. I really enjoy working in a regional capacity; it brings about many challenges and opportunities. The best part is working with a team that includes a variety of people and cultures that work together to achieve positive business outcomes.

As for the lowpoint, I haven't had any of these yet, I suppose it's all about perspective, I quite enjoy a good challenge.

What does work life balance mean to you?

Work / life balance is about making it work for you.

What attracted and kept you in the ICT industry throughout your career?

Technology is always evolving and exciting and I really enjoy the opportunity to transform the way

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companies deliver their business. I've been in this industry for the last 15 years and the continual shift in the function and responsibilities of IT makes it interesting.

Citrix is an innovative company that offers innovative products along with a culture that encourages the business to develop innovative strategies to create tangible business outcomes and results.

What ambitions personal or professional do you still want to achieve?

To continually be at the forefront of change. To promote best practices in management and to deliver projects which make a difference to the way our customer's organisations works.

What's the one piece of advice you'd give to yourself starting out on your career?

There is not one piece of advice but there are five guiding principles that I try to always remember -

- Pursuit of excellence
- Find ways to add value
- Do what you do, and do it well
- Never second guess yourself
- A path that appears to be straight-forward and easy is not usually the right path – hard is good and worth it.

NB: As appeared on FITT e-newsletter December 2013 and also features on the website.

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