



Heather Zynczak

Chief Marketing Officer

Heather Zynczak is the Chief Marketing Officer at Pluralsight, a technology learning platform. Heather joined Pluralsight in August of 2016 because she was excited by the company's mission, culture, and enormous opportunity to solve strategic business problems for organizations of all sizes.

Heather began her career as a consultant at Andersen Consulting (now Accenture), The Boston Consulting Group and Booz Allen & Hamilton. She also led marketing and product marketing for two Silicon Valley startups before joining Oracle, where she focused on Product Strategy, leading the vision for more than 20 products. She then joined SAP as the Global Vice President of Marketing, where she marketed products that drove \$3 billion in annual revenue. Prior to Pluralsight, Heather was CMO at a fast-growing enterprise tech company, launching the brand while company billings grew from \$0-100 million, achieving 100% year-over-year revenue growth.

At Pluralsight, Heather is focused on leading a data-driven marketing organization that delivers real, qualitative results. She is responsible for the company's digital revenue and spends her time driving go-to-market strategy and increasing global brand visibility.

Heather is a well-known thought leader whose writing has appeared in Fast Company, Forbes, Fortune, Inc. and other high-profile publications. She actively mentors other businesswomen, was named one of 30 Women to Watch by Utah Business magazine in 2014, and has been recognized by the Women Tech Awards for Professional Excellence. She holds an MBA from The Wharton School.

Heather thrives in high-energy, fast-growth environments, which is good because "high-energy" describes both her work and home life. When not driving leads and improving the customer experience at Pluralsight, she's actively wrangling her three energetic sons.