



## Lindsay Bayuk

Chief Marketing Officer

***Lindsay Bayuk is the Chief Marketing Officer of Pluralsight, Inc., the leading technology workforce development company that helps companies and people around the world transform with technology. In her role, Lindsay oversees Pluralsight's global marketing organization and leads the development and execution of Pluralsight's go-to-market strategy for its products and services.***

Bringing her deep B2B SaaS experience and expertise, Lindsay joined Pluralsight in 2016 as the company's first Vice President of Product Marketing. In this role, she led the development of its first enterprise positioning and transformed the company story to support a B2B model as it expanded into the enterprise. She later broadened her scope to include all brand, content marketing, social, integrated marketing, analyst relations and customer advocacy. She was appointed as CMO in 2021 to lead all global marketing functions for the business. An active member of the Women at Pluralsight employee resource group, Lindsay has mentored many women across all departments in the company.

Prior to joining Pluralsight, she was a product marketing and product management leader at several fast-growth SaaS startups.

A graduate from the Honors College at Arizona State University, Lindsay holds a Bachelor's degree in Finance. A resident of Salt Lake City, Utah, Lindsay serves as the Vice Chair of the Board of Trustees at Davis Technical College, which strives to make technical education accessible.