



## David Macdonald

### Executive Vice President and Chief Sales Officer

David Macdonald is responsible for SAS' global sales in 59 countries. A sales leader, Macdonald has more than 23 years of sales experience focusing on financial services and technology across a variety of industries. He believes in partnering with customers to provide them with the right solutions that align with their business strategies. Having worked with many Fortune 500 companies, Macdonald understands how analytics can uniquely position businesses and organizations for success in their respective markets. He is passionate about empowering sales teams, arming them with trust and the resources necessary to serve their customers.

Prior to his current position, Macdonald was the Vice President and General Manager for SAS' Financial Services team. In that role, he led a highly skilled sales and pre-sales technical team providing financial services companies with the analytics they needed to stay ahead of customer demands. With an established career in technology, Macdonald is adept at identifying opportunities and working with customers and partners to tap into exciting areas such as artificial intelligence, cloud, big data and analytics. He has helped financial institutions implement SAS® analytics that can scale throughout the organization to achieve better performance and competitive differentiation.

"One of my goals as the CSO is to make it easier for organizations to harness SAS in their digital transformation journeys," said Macdonald. "I want the global SAS customer-facing teams to help our customers set a vision and play a material role in achieving it. It is very rewarding to be a part of the changes we see our customers going through and giving them the technology and expertise that contributes to their ultimate business success."

Macdonald has more than 30 years of business and technology sales experience with companies like IBM and Intrinsic. He received his bachelor's degree in engineering from the University of Dundee in Scotland. He is an active Victory Ride committee member for the Jimmy V Foundation for cancer research.

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