



Jennifer Chase

Executive Vice President and Chief Marketing Officer

Executive Vice President and Chief Marketing Officer Jennifer Chase leads the company's data-driven marketing strategy for global brand awareness, demand generation and customer engagement. She is responsible for brand strategy and activation, product and industry marketing, go-to-market teams, analyst relations, communications, creative, paid media, digital marketing, events and executive briefing centers.

Chase's vision is to enable and empower her organization to be indispensable to SAS and its customers. This vision led Chase to initiate a marketing transformation in 2020 – a collaborative effort to modernize the structure, approach and skills of the global marketing organization. She also spearheaded the relaunch of the SAS brand in 2021 and the digital-first approach for SAS® Global Forum 2020 and 2021. Recognizing her accomplishments and value as a C-suite advisor, Chase was named CMO in June 2021.

Her 20-year journey at SAS spans both marketing and R&D. And her hands-on experience using SAS technology shaped her belief that carefully curated data, intelligently applied analytics and curious minds drive the best customer experiences.

"I believe in the power of data and analytics to find 'aha!' moments in life and business. Our infinite curiosity fuels our creation of the world's leading and most trusted analytics. It's what drives us to constantly unearth new insights and inform better decisions," says Chase.

Chase's passion for analytics and elevating the customer experience are central to her role as executive sponsor of the SAS Customer Intelligence Customer Advisory Board (CI CAB), where she engages with customers and marketing peers around common challenges, best practices and priorities. She also works with the CI CAB team to identify opportunities to align product enhancements and new SAS offerings with customers' most pressing needs.

As part of her commitment to advance SAS' mission to provide knowledge in the moments that matter, Chase also speaks with audiences at industry events like Brandweek Masters Live and Internet Summit, as well as SAS events such as SAS Innovate and SAS Women Empowerment Day. In her speaking engagements, media interviews and customer activity, Chase strives to spark curiosity about how analytics can make the world faster, healthier, safer and kinder.

Chase believes in the value of diversity and is actively working to create a more diverse, equitable and inclusive marketing organization at SAS. She serves as the executive sponsor of the SAS Women's Initiatives Network (WIN) and the SAS Women in Analytics (WIA) Network, which promote diversity in analytics. She founded SAS' Marketing Associate Program, which provides recent graduates with the opportunity to explore the breath of marketing functions at SAS.

She holds a bachelor's degree in communications and Journalism from St. John Fisher College.

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