



Randy Guard

Executive Vice President and Chief Marketing Officer

Randy Guard is responsible for the SAS brand, providing global, strategic direction and marketing vision for SAS® products and solutions. He oversees several operational business units, including product management, global marketing, sales enablement, communications and creative services.

Since joining SAS in 2000, Guard has served in various marketing roles, helping to lead product strategy and business development efforts across SAS business units. He has worked closely with SAS' Research and Development organization to define and manage product road maps based on market needs and customer input. His responsibility for the SAS portfolio spans analytics, data visualization, data management, business intelligence and industry solutions.

"From my perspective, it's not just about developing and delivering new products," Guard said. "It's about providing customers with the capabilities they need to thrive and succeed in changing markets. Our leadership in analytics allows us to invest in innovative solutions that solve business challenges. SAS will continue leading the way and breaking new ground when it comes to helping our customers use analytics to take advantage of the new opportunities we're seeing in the market."

As part of his commitment to ensuring that SAS delivers the products and solutions that businesses want and need, Guard aligned his marketing teams to focus on core initiatives that include the aforementioned areas, as well as customer intelligence, fraud and financial crimes, and industries such as health and life sciences, retail, financial services and communications.

Guard began his career at Andersen Consulting (now Accenture), where he led systems development and implementation efforts for clients across a variety of industries. His extensive consulting background, along with a strong grasp of market dynamics, allows him to stay abreast of developments in emerging areas – such as IoT, cybersecurity and cloud – that will affect businesses. This knowledge and insight help him drive SAS' portfolio direction and branding efforts.

Guard holds a bachelor's degree in electrical engineering from Duke University, and he serves on the advisory board for IDEaS, a SAS company.

100 SAS Campus Drive
Cary, NC 27513

T +1 919 677 8000
F +1 919 677 4444

To contact your local sales office,
please visit: sas.com/offices