

SAS 50th Anniversary: Media FAQ and Resources

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SAS FAST FACTS

Founded in **1976**.

50 years of **innovation** and **profitability**.

Headquartered in **Cary, North Carolina** with more than **50 offices across 39 countries**.

More than **\$3 billion** in annual sales.

Customers in more than **150 countries**.

Approximately **11,000 employees**.

Recognized for pioneering **world-class culture** and workplace experience by Business Insider, Fast Company, Forbes, Fortune, Newsweek and more.

MEDIA FAQ

About this section: A compilation of frequently asked questions related to SAS’ 50th anniversary, our history, innovation and more. Answers in this section can be contributed as quotes by SAS spokesperson Shannon Heath.

Company + Milestone Basics

Q: What is SAS celebrating in 2026?

A: SAS is marking its 50th anniversary: five decades of innovation in data, analytics and AI. Founded in 1976, SAS has grown from a university research project into a global leader helping organizations make better decisions through data.

Q: When is the official anniversary?

A: July 1, 2026 marks the official 50-year milestone.

Q: How is SAS commemorating the anniversary?

A: SAS is celebrating globally throughout the year with customer events such as SAS Innovate, employee activations, community initiatives and storytelling that highlights both its history and its vision for the future of AI.

As part of the milestone, SAS is also releasing a documentary at SAS Innovate. The film looks at SAS' history alongside the evolution of technology itself, highlighting the company's often behind-the-scenes role in technological and human progress and why the values that shaped SAS over 50 years are even more relevant in the AI era.

Q: Why is SAS's 50th anniversary relevant today?

A: Because as AI reshapes industries, SAS offers a rare perspective that combines 50 years of data expertise with a focus on trustworthy, enterprise-scale AI.

Company Positioning + Differentiators

Q: What makes SAS unique at 50 years compared to other tech companies?

A: SAS is one of the few technology companies that has remained founder-led for five decades, with a consistent record of profitability, no debt and a long-term business focus. It has built decades-long relationships with many of the world's largest organizations and is widely recognized for its strong commitment to ethics, governance and responsible innovation.

Q: How has SAS remained relevant through multiple technology eras?

A: SAS has continuously evolved, from statistical analysis to advanced analytics, machine learning and now AI, while maintaining a focus on trust, quality and real-world impact.

AI + Innovation

Q: What role does SAS play in the current AI landscape?

A: SAS helps organizations operationalize AI responsibly, combining advanced analytics, data management and governance to deliver trusted, scalable AI outcomes.

Q: What does “trustworthy AI” mean to SAS?

A: It means AI that is transparent, explainable, fair and governed, so organizations can use it with confidence in high-stakes environments.

Q: How is SAS different from newer AI companies?

A: While many companies are building AI models, SAS focuses on enterprise-grade AI that is governed, explainable and integrated into business decisioning at scale.

Future-Focused

Q: What does the future look like for SAS?

A: SAS is focused on advancing AI that augments human decision-making, expands access to analytics and drives responsible innovation across industries.

Q: What will define the next 50 years of data and AI?

A: The next 50 years of data and AI will be shaped by responsible adoption at scale, with humans and AI working together to drive better decisions and real outcomes. AI will become increasingly industry-specific, solving problems in ways that reflect the realities of different sectors. As these technologies become more pervasive, trust, governance and transparency will be essential to ensuring AI is used responsibly and delivers lasting value.

Leadership + Founder Story

Q: Who is Dr. Jim Goodnight?

A: Dr. Jim Goodnight is the co-founder and CEO of SAS and one of the longest-tenured CEOs in the tech industry. He has led the company since its founding in 1976.

Q: What leadership philosophy has guided SAS?

A: A people-first philosophy grounded in the belief that employees are the company's most important asset. That mindset has shaped how SAS invests in its people and, in turn, serves its customers.

Culture + Workplace

Q: SAS is often recognized as a great place to work. Why?

A: SAS has long prioritized employee well-being, trust and creativity, fostering a culture that drives innovation and long-term retention.

Q: How does company culture contribute to innovation?

A: When employees feel trusted and supported, they are more likely to experiment, collaborate and create breakthrough ideas.

Customer Impact + Use Cases

Q: What industries does SAS serve?

A: SAS works across industries including banking, healthcare, government, retail and manufacturing, among others.

Q: Can you share examples of real-world impact?

A: SAS helps organizations detect fraud, improve patient outcomes, optimize supply chains and make more informed policy decisions.

Global Footprint

Q: How global is SAS?

A: SAS serves customers in more than 150 countries around the world, with offices and employees across the Americas, Europe and Asia-Pacific.

Q: How will the 50th anniversary be celebrated globally?

A: Regions will participate through localized events, storytelling and contributions to global activations tied to the milestone.

LEADERSHIP QUOTES

About this section: These quotes capture how SAS leaders think about leadership and innovation, offering context and perspective for stories about the company’s culture, values and long-term approach to technology. Quotes may be used directly or excerpted for context.

“Treat employees like they will make a difference, and they will make a difference.”

– SAS CEO Jim Goodnight

“The reason SAS has endured decades of disruption is simple. Since day one, everything we have worked toward has been driven by a single objective: helping people turn data into decisions they can stand behind.”

– SAS CEO Jim Goodnight

“From the very beginning, we’ve held a strong belief that there’s a direct correlation between satisfied employees and satisfied customers. By creating a corporate environment that fosters creativity and innovation, our employees are better able to respond to our customers’ needs and help them solve some extremely complex problems.”

- SAS CEO Jim Goodnight

“I’m the opposite of a micro-manager. I hire smart people and get out of their way.”

– SAS CEO Jim Goodnight

“The phrase we use is ‘how do we make being responsible irresistible?’”

– SAS Chief Technology Officer Bryan Harris

ADDITIONAL RESOURCES

Please see additional media assets in the [SAS Media Gallery](#). See the latest news from SAS on the [SAS Newsroom](#).

Need additional assets or have questions? Reach out to us at news@sas.com.