

Elana Anderson

Senior Vice President of Worldwide Marketing

Serving as the Senior Vice President of Worldwide Marketing, Elana brings extensive experience as a marketing software executive, industry analyst, and marketing consultant to her role at Demandware. Prior to joining Demandware in 2013, Elana was the Vice President of Strategy and Product Management of IBM's ExperienceOne software group. She joined IBM in 2010 via the acquisition of Unica Corporation where she served as Vice President of Products. Before Unica, Elana served as Vice President and Research Director of the marketing practice at Forrester Research, Inc. where she directed Forrester's marketing practice while focusing her own research on customer marketing strategy, relationship marketing, interactive marketing, customer analytics, and marketing technology. Prior to joining Forrester, she spent nearly 15 years in various roles exclusively focused on marketing strategy, customer analytics and technology. Elana began her career at Accenture and holds a Bachelor's Degree from the University of Virginia.

