



Anna Schlegel has scaled products and markets globally. She has unlocked significant new revenue to the organizations she has worked with. In her 25 years of experience leading global expansion in the technology industry, and as Vice-president of Globalization, Anna brought Japan's NetApp business from ranking number 10 to number 1 in storage. She has worked extensively to drive global market growth by entering new markets, enabled Joint Ventures in China, and OEM partnerships in Asia and Europe. She delivers models and infrastructure to expand globally which leverage all the product and strategic upfront investment. It takes so much money to create a great product and build a cohesive strategy. The extra effort to leverage that upfront investment globally is what she brings to companies.

At NetApp, VMware, VeriSign, and Cisco Anna was the executive in charge to embed globalization into each function, with associated processes and sponsorship. Her functional expertise in enterprise expansion has made her one of the leading globalization experts in the world. Anna has consulted in this field for Google, Levi's Straus, Amway, and Xerox.

While serving as NetApp's Vice President, Global Portfolio to Market (NASDAQ: NTAP), Anna leads a global team of 200, with responsibility for the portfolio to market maturity model supporting more than 100 products, 42,000 customers, across 143 countries. As a result of these globalization efforts, revenue growth has disproportionately come from areas outside traditional markets. She has led her team in the \$6 Billion Data Storage business unit to shift global revenue from 32%[68%US] to 50% by entering a JV in China, OEMs in Japan and orchestrating the enterprise effort to turn NetApp into a truly global company. While serving as Verisign's Global Executive Producer, Digital Global Presence (Nasdaq: VRSN), Anna led a global team of more than 50, with responsibility for a customer base representing 3,000 enterprises and 750,000 websites worldwide. Anna led the expansion into 30 new markets overseeing the globalization of the digital platform. At VMWare [VMW](#) (NYSE), Anna was the first executive to design the globalization strategy, secured the annual operating budget with the CFO, and mapped departmental requirements to place globalized products across LATAM, APAC and EMEA.

Her extensive board governance experience comes in as co-Founder, Chair, and Board Member of Women in Localization since 2009, where Anna provides mentoring to new board members and has expanded the organization to 30 countries, supporting 6000 members. Anna currently sits in the San Jose Tech Museum of Innovation "Tech for Global Good" Committee, she has co-founded STEMentors Silicon Valley, Imagine Educating Everyone, and is Global Exec Sponsor for Women in Technology at NetApp.

Anna was awarded "Globalization Person of the Year" in 2018, and her team as "Globalization Team" in 2019 by the THINK GLOBAL Forum. She received the SV Business Journal 2018 Award, and Women Worth Watching 2017 as Global Engineer Driving Change in STEM. She authored "Truly Global" awarded best global markets book of all times, 3 years in a row, describing the orchestration for companies to become truly global. Anna holds a BA in German Philology from the UC Barcelona, and Postgraduate German Philology degree from the Humbolt University in Berlin. Anna speaks 6 languages, 4 of them daily.

She is excited to work with boards and CEOs to grow global businesses and deliver shareholder value.