



Wendy Batchelder

SVP of Global Data Governance and Chief
Data Officer, Trust
Salesforce

Wendy Batchelder is a two-time Chief Data Officer in the technology industry with a wide understanding of how to take highly technical aspects of data management and translate them into simple, concise business valued solutions that are practical and simple to understand. Her background has led her to lead global data & analytics organizations at three Fortune 500 companies. She approaches situations with curiosity and humility, which has led to applying innovative data solutions to challenges with increased complexity to deliver value that companies can measure.

A lifelong learner, Wendy graduated from Miami University with a B.S. in Accounting and Information Systems, from Drake University with a Master of Accountancy, from University of Iowa with an Executive MBA, and pursues ongoing education through Harvard Business School. Her work history includes EY, KPMG, Aviva, Wells Fargo, VMware and Salesforce.

Wendy resides in West Des Moines, Iowa, with her husband and six children.