





BOLD. PROUD.
UNAPOLOGETIC

I ❤️
EQUALITY

Happy
to
help.

salesforce

Trailblazers
GIVE BACK

**EVERY SINGLE ONE OF US IS A PLATFORM
FOR CHANGE. AND WHEN WE COME TOGETHER,
WE CAN TRULY IMPROVE THE STATE OF THE WORLD.**

Marc Benioff
CHAIRMAN & CO-CEO

**THE QUESTION WE HAVE TO ASK OURSELVES
EVERY DAY WHEN WE WAKE UP IS — WHAT ARE WE GOING
TO DO TODAY TO HELP OUR CUSTOMERS SUCCEED?**

Keith Block
CO-CEO



GLOBAL OHANA

Page 6, Page 176

NORTH AMERICA

Page 48

LATIN AMERICA

Page 78

UNITED KINGDOM & IRELAND

Page 96

CONTINENTAL EUROPE, MIDDLE EAST, & AFRICA

Page 116

JAPAN & KOREA

Page 134

ASIA PACIFIC

Page 150



(CLOCKWISE) KARTHIK MURARI, RUPESH RAMACHANDRAN, BONNIE PARISI, MALA RAVI, NORA SWIDLER, HOPE BIELMA, NICK TRAN

TRAILBLAZING, TOGETHER



Let's celebrate you, our Trailblazers, and what you do together. You are customer innovators, technology disruptors, and global shapers. Because of you, our future is brighter than our past. Our dreams are bigger. Our impact is stronger. Our potential is limitless.

Trailblazers come together with a shared commitment to four core values: trust, customer success, innovation, and equality. And that shared commitment is helping to make the world a better place.

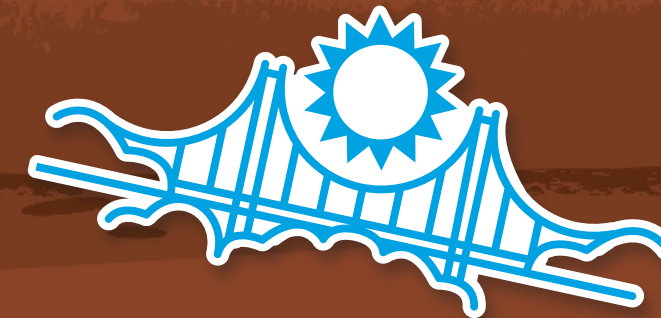
Side by side, Trailblazers are leading with courage. Together, you give back to the community and drive diversity. You're learning new skills and changing your companies and careers. And you're paying it forward by helping others get started with technology.

This yearbook tells our story, through your eyes, region by region. It's a travelogue of our journey, together.



GLOBAL

— ACCOLADES —



#240
ON THE
FORTUNE 500

100%
ON THE HRC
"CORPORATE
EQUALITY INDEX"

LINKEDIN
"TOP COMPANIES"
IN AUSTRALIA, CANADA,
FRANCE, GERMANY,
JAPAN, AND THE U.S.

FORTUNE
"WORLD'S
MOST ADMIRED
COMPANIES"

FORTUNE
"WORLD'S
GREATEST
LEADERS"

FORBES
"BEST EMPLOYERS
OF THE YEAR"

INDEED
"BEST PLACES
TO WORK
IN TECHNOLOGY"

FAST COMPANY
"BEST WORKPLACES
FOR INNOVATORS"

Acknowledgment feels great – being part of a culture that employees love and care for feels even better. Whether in Toronto or Tokyo, our goal is to foster a culture that helps employees do the best work of their lives.



Trailblazers

AT SALESFORCE

We love Trailblazers – the pioneers, innovators, and lifelong learners who help make the world a better place by propelling the future of technology, and giving back to their communities. We recognize exemplary Trailblazers with Golden Hoodies (look how cool they are). This past year, we created an award for Trailblazers within Salesforce. Up first, three amazing employees who have transformed their careers using Trailhead and are making a lasting impact on the world around them.

I'm working with Transcend, an organization that's making sure local education is doing the best to make every child successful. We have so many problems in the world ... and those problems are going to be solved by the young people that we're educating today.

Robyn Kraft
SOLUTION ENGINEER,
SALESFORCE SAN FRANCISCO

We developed a program called "Everyone Can Become a Trailblazer" to empower individuals who are less fortunate to integrate into the Israeli workforce. Last year we had 20 participants, and 14 of them found a job, which was an amazing result.

Nitzan Ifrach
PRINCIPAL, SUCCESS STRATEGY,
SALESFORCE TEL AVIV

Seven years ago, I never would have imagined that I would become a sales engineer – teaching people about the power of our platform. I know that Salesforce has the power to change lives. I know because it changed mine.

J. Steadman
SENIOR SOLUTION ENGINEER,
SALESFORCE INDIANAPOLIS



WHERE ARE WE GOING? OUR LEADERS SHARE THEIR VISION.



Salesforce has come a long way in the last 21 years: from an apartment on San Francisco's Telegraph Hill to a multinational, 45,000-person company. And, we've grown our family along with us. Our Ohana of customers, partners, Trailblazers, and communities is now millions strong.

That's a lot of people working together with a big goal: making the world a better place. With strong leaders and engaged employees, though, anything is possible. So, what's it going to take to continue blazing this trail?

We caught up with some of our leaders from around the world, gathering their thoughts on the past, present, and future of Salesforce. Read on to hear about their first days at Salesforce, their proudest moments, and the failures that taught them valuable lessons along the way.

WHAT WAS YOUR FIRST IMPRESSION WHEN YOU JOINED SALESFORCE?



There were 100 people in the San Francisco office when I joined in 2002. At the time, we could fit the entire Salesforce team in our fourth-floor conference room. But you would have thought we were much bigger based on the clarity and alignment of our mission. Marc Benioff would talk about how few companies had experienced the growth trajectory we were about to embark on, and that we were all bound together in trying to create something unique for our customers. Looking back, he was right. As we've grown, I still feel the same DNA kernel of that team – we just can't fit in that room anymore.

WARREN WICK EVP, America Commercial



When I joined Salesforce, everyone seemed to be talking about culture. With so many smiling colleagues around since the initial days, I could tell straight away that this sure was a happy place. Everybody was warm and engaging. I assumed this must be superficial and temporary, but it was real and ongoing. The intensity with which we live our values at Salesforce is different from any other company I know. It actually takes a little while, perhaps one or two quarters, to understand the wealth that we have in our culture at Salesforce. I joined in 2017 and it's amazing to witness how much our Hyderabad office has grown since then and continues to grow today.

BHARGAV GUHAGARKAR SVP, Business Technology



I'd been at my previous company for 18 years, so when I joined Salesforce more than a year ago, it was a very exciting time for me. I was the new kid again, soaking up all I could as quickly as I could. I was immediately struck by how committed the company is to improving our society. Salesforce isn't the only company with innovative

technology, but I've never seen another company that is so well positioned to create social impact with technology.

ANDRES PRIETO SVP, Sales



I joined Salesforce in 2008, and the main thing I remember is how exciting it was. Everyone knew everyone. You'd find yourself sitting next to both C-level executives and interns. There was such a great sense of camaraderie. It was a close-knit and collegial organization grounded in a desire to change the way people do business. I think that's all still true today. I like coming to the office. There's something special about working in a place where you can have fun while fundamentally transforming an industry.

EBONY BECKWITH Chief Philanthropy Officer and EVP, Marketing



Five years ago, we were not widely known in Japan, so there were infinite possibilities that made me excited about our future. I remember immediately seeing so much potential for growth, both in the industry and in the organization. On top of making faster customer-centric decisions and scaling the business, I wanted to create a one-team culture. I think we've been able to do that as we grew from a few hundred to thousands of employees.

SHINICHI KOIDE Chairman, President & CEO, Salesforce Japan



I joined during the 17th year of the company and thought I had missed the most amazing and magical phases of the company's growth. But now a few years in, I've watched the company double in size, which I would never have expected. I've seen the company becoming increasingly global and deepening our presence in many important cities and

regions in the world. And, we've heightened and sharpened our focus on the impact we're making for all of our stakeholders through our platform (whether that's through the causes we support, through giving back, the policies we advocate for, or the voices we lift up).

TONY PROPHET Chief Equality Officer

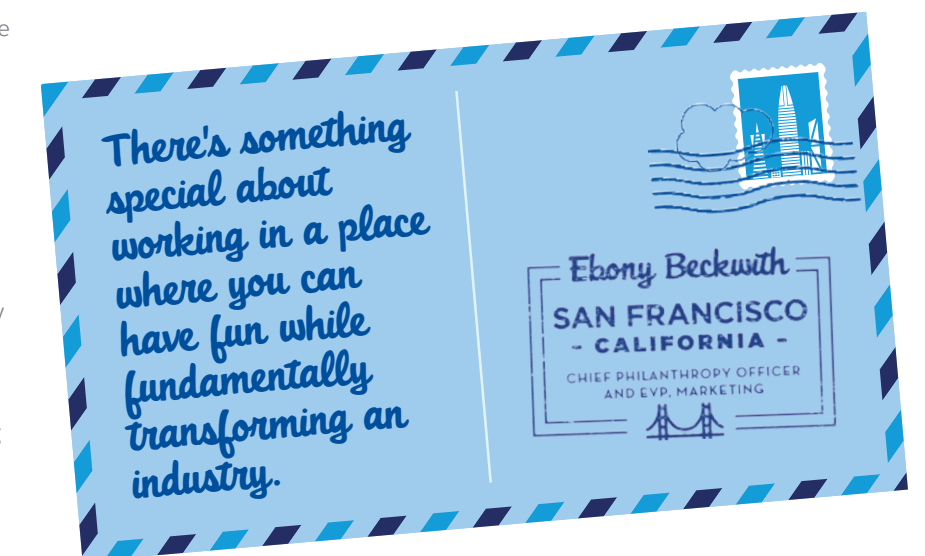


As a customer, I was always blown away by Salesforce's people, products, and culture. So when I joined the company in 2017, I was so happy to find that everything that I had heard was real. I spent my first two years with the company based in Europe, meeting with hundreds of CxOs all across the globe. I embraced our culture of giving back with a number of volunteering trips, including to Cambodia, where I built houses with my family and colleagues from all around the world.

ULRIK NEHAMMER EVP, General Manager, APAC

WHAT HAS MADE YOU PROUD TO BE A PART OF SALESFORCE?

The most memorable moment this past year was our 20th birthday event when we announced the Salesforce Tower Tokyo as one of our future investments in Japan. Being able to share our



commitment to the local market with employees, customers, partners, and the community was a special moment for me. It exemplified our growth, how we've become trusted partners for our customers. The Japan empowerment model implemented when I joined is the backbone of our success, leading our international business. I am so proud and thankful for our Ohana.

SHINICHI KOIDE



Here we're able to live out our wildest dreams – ones leading to greater innovation. We're able to continually push past the boundaries of what is known in pursuit of something better. At the end of each quarter, I'm amazed at what we've been able to achieve. I'm proud to be a part of the Mexico team but even more pleased to be a part of an organization of dreamers.

PILAR GARCÍA Mexico Country Leader & Senior AVP



There have been many proud moments for me as a newcomer to Salesforce. This year, I've seen an incredible quality of work and expertise on deals in which I have needed to engage my C-level relationships. What teamwork! There's such a passion for delivering the very best of Salesforce to our customers. It is such a pleasure to be part of an organization that provides such a magnificent experience to our customers.

ISABELLE DUVERNOY COO, Continental EMEA



In our business, we have evolved from delivering multicloud solutions to enterprisewide digital transformation initiatives with CEO and board-level sponsorship. As we've grown more relevant to our customers, we've hit an inflection point requiring us to recalibrate how we run and operate.

It's been inspiring to see how all of our cross-functional teams (Sales, Customer Success, Solution Engineering, Finance, Employee Success, etc.) have come together to help us. I feel grateful every day that I have the opportunity to work with such a smart, talented, and fun extended leadership team. However, it is the leaders on my team that make me the proudest. I have asked them to not only fly the plane but land the plane all while changing the engine! They make it look easy, and I can assure you, it's not!

DENISE DRESSER EVP, Sales

I'm most proud of the passion and work of our employees – particularly those active in our equality groups and helping to make a more equal workforce. At the same time, I'm entirely aware we have a tremendous amount of work to do in building a company that truly reflects the best of society around us.

TONY PROPHET



A highlight of this last year, in my role as the executive sponsor of Abilityforce, was welcoming our first Autism@Work cohort to Salesforce. This group of seven individuals with autism spectrum disorder (ASD) will have a pathway to employment in our Technology, Marketing, and Product (TMP) organization.

BRET TAYLOR President and Chief Operating Officer

IN ORDER TO LEARN AND INNOVATE, WE NEED TO TAKE RISKS. WHAT DID YOU LEARN THIS YEAR FROM A RISK YOU TOOK?



Growing at our current rate requires change and taking risks while being conscious that sometimes, the effects are not immediate.

When we've made organizational changes in the past, we probably underestimated the disruptive impact on business visibility, leadership distractions, and adjustments to new roles. We learned that we needed to create a better communication plan, mapping out leaders, tools, process implications, and dependencies. As we've applied these learnings, it has resulted in smoother transitions.

ARSENIO OTERO COO, International



When you think about innovation as our third value, you need to be able to embrace a certain amount of risk. We're always pushing the envelope, whether it's to enter new markets or try new things like Essentials. Last year, we realized while we are an incredibly innovative, growing company, we were getting feedback to "remember your roots." We had to broaden our minds and reinforce that customer success doesn't live in a box in the Customer Success Group (CSG) organization – every single person in this company owns it. We have to keep customers at the center, no matter what.

LISA EDWARDS EVP, Strategic Business Operations and Customer & Partner Engagement



I learned that an international assignment could bring us innovative ideas and sustainable business growth. Three years ago, a representative from our headquarters in San Francisco came to Salesforce Japan. She acted as an internal cultural ambassador and spread awareness amongst Japan employees about not only our business but our culture of equality as well. One of the outcomes was the launch of the Salesforce Women's Network in Japan (which I now co-lead). There are many challenges, such as increasing our allies, awareness, and business impact. We haven't achieved our goal yet, but we are continually growing our gender equality activities and getting closer. We strongly believe equality is one of the essential elements of a sustainable society.

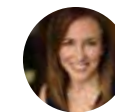
MARIKO SUGIYAMA Senior Director, Salesforce Innovation Center Japan

I set very ambitious goals for my team. Sometimes we accomplish them; sometimes we fall a little short. But that's the benefit of having ambitious aims: If you fall short, you can still be proud of what you've accomplished. And you always learn something, whether it's about how to do better next time or about yourself and what you're capable of. We're all working toward a common goal, and we must lean on one another to get there. Anything is possible when you have the support of your team.

PILAR GARCÍA

The excitement and energy of the business can sometimes make it difficult to slow down and switch off. During the year, my passion for my work did take a toll. I've learned that it's perfectly okay to disconnect and recharge when you need to. We need to lead by example on this. Our employees must be just as successful as our customers and partners. We know that means empowering them to prioritize their wellbeing, whether that's emotional, physical, or mental.

ULRIK NEHAMMER



One of the most exciting parts of my job is that it is continually changing. Many of the most challenging issues we faced in FY20 were not on the company's radar a year ago. It has underscored the importance of flexibility, as well as forward-thinking and scenario planning. We must stay on our front foot, identify the risks just around the corner, and be fearless about the new challenges produced by a shifting geopolitical climate.

AMY WEAVER President, Legal and Corporate Affairs

AS WE LOOK FORWARD TO 2025, WHAT EXCITES YOU THE MOST ABOUT THE FUTURE?



I believe the future of Australia and New Zealand is filled with potential, but will take leadership to realize it. That's what excites me the most, the opportunity to partner with CEOs, government, and our community to create a more balanced outcome where both shareholders and stakeholders flourish. Sustainability will continue to be a discussion and a focus for society, business, and government, which is why I am excited that by 2025, we will have moved into our new home in Sydney, Salesforce Tower Sydney, which we're proud



to say will be the most sustainable office campus in the city. Equality will remain a core focus of our business. I believe we will have further progressed the rights of women, the LGBTQI community, and Aboriginal and Torres Strait Islander people.

PIP MARLOW EVP and CEO, Australia and New Zealand

I look forward to a time when Salesforce is broadly recognized as a leader in society – not just technology – but the real impact we're having on communities and in the representation of our employees and all the Trailblazers around the planet. We all have a role to play on the path to equality – together as allies we can all be part of building a better company, industry, and society for all.

TONY PROPHET

We have always believed that business is about doing well and doing good, and by 2025, we will be doing this on an even grander scale in APAC. We have the platform that allows every single person to participate and thrive in the Fourth Industrial Revolution by learning new skills and creating new career paths on Trailhead. By 2025, our aim is for Salesforce in APAC to create more than 1.2 million direct new jobs, add \$60 billion to the APAC economy, and for our Ohana to volunteer 500,000 hours.

ULRIK NEHAMMER

I'm excited because we're at the beginning of a really important new journey. The challenge that we have in front of us is accelerating across our international business, and bringing together many different ingredients to create something that delivers real value to our customers. When I look to the future, I realize that we are still in the early stages of this journey in all of the important dimensions including current customers, prospects in current markets, and new markets to explore. We know that the only way to succeed is to continue to get ever closer to the customer, and making sure that we always learn and develop in the process.

ARSENIO OTERO

I am excited to see Salesforce and its impact get even bigger. It's not just about the numbers, though. As we grow, I'm excited about having more diversity in our employees and offices. I'm also looking forward to expanding our philanthropic footprint. I can't wait to see the new ways we thoughtfully use our resources to have the greatest possible impact on the communities where we live and work.

EBONY BECKWITH

I have always believed that we truly have the power to change the world, both in the power of our technology and how we continue to democratize enterprise software, and through our business as a platform for change in the world. Our opportunity

for impact is so much larger than I ever imagined it would be, and I'm looking forward to seeing our next chapter unfold as we move from an international company to a truly global organization that operates at scale.

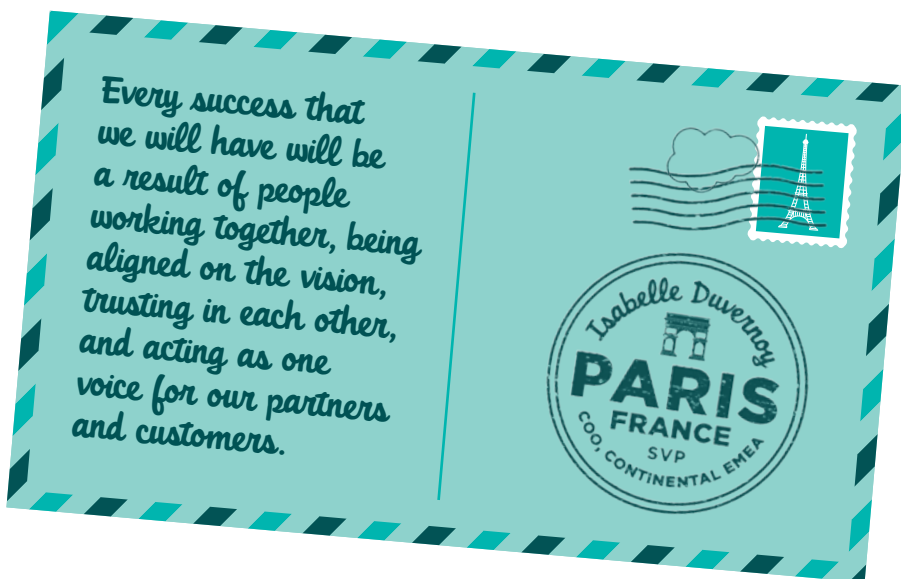
DENISE DRESSER

The next five years are going to be exciting for all of us in Salesforce Latin America. In the region, we're seeing a developing ecosystem of local tech companies. I think Salesforce will do well helping them develop into regional and then global powerhouses. Our customers' successes lead to our success, so the more we can do to help build this ecosystem, the more we can grow ourselves. I'm very much looking forward to building up our presence throughout Latin America so that we can do more for our communities and customers.

ANDRES PRIETO

When I envision the future, I am excited about the impressive capabilities to innovate. We have fantastic growth ambitions, and to support these, we are transforming our go-to-market approach, the way that we do marketing, and our solution portfolio. And, the most critical change that we are making is the evolution of our mindset to ensure that we infuse innovation for the benefit of the client in everything that we do.

ISABELLE DUVERNOY



Our first Salesforce Tower in Asia will open in Tokyo in the summer of 2021. I am thrilled! It's exciting to imagine all the fantastic, deeply engaging experiences we will be able to provide for our customers in the building (especially at the new Salesforce

Innovation Center). Our customers can come to us to find new possibilities to utilize our platform and make better decisions about their future. There will be a networking space where they can talk about their vision and obstacles openly, and an Ohana Floor where guests can relax while having a magnificent view of the Imperial Palace. I can't wait!

MARIKO SUGIYAMA

Our opportunity in the next five years is even bigger than it was in the first 20 years of the company. The technology has never been more exciting, and our customers' needs have never been more urgent. AI will change everything. The windshield is bigger than the rearview mirror for a reason, and looking out, I'm excited about what's on the horizon.

WARREN WICK

WHAT DO WE NEED TO DO TO GET WHERE WE WANT TO BE IN 2025?

The most significant thing we can all do to achieve our goals as a company is to remain laser-focused on our customers' success. With that as our north star, we can continue to scale and deliver products and experiences that help our customers transform their business and their relationships with their customers.

BRET TAYLOR

In LATAM, we're seizing the moment and embracing this incredible opportunity. Our teams have been given the brush to paint our own success story in Mexico. We're the first local team fully dedicated to sales operations in our country. It's a unique moment for all of us, and we're inspired to make our mark here. We're excited to see the growth and the success of Salesforce LATAM. As we continue to expand, I'm looking forward to seeing our Salesforce brand grow internationally.

PILAR GARCÍA

Our success will depend on our people. We will need to capitalize on the extraordinary talent and, more importantly, the diversity of talent that we have available to us. We will need to accelerate our skills development. We will need to be recognized as the best "equal" place to work. Every success that we will have will be a result of people working together, being aligned on the vision, trusting in each other, and acting as one voice for our partners and customers.


ISABELLE DUVERNOY

As we continue to scale, strategic and operational alignment across functions is paramount. That's why the Legal and Corporate Affairs team has created an Office of Strategy and Operations. It's a centralized team of creative problem solvers and strategists who will be focused on our long-term vision, cross-functional programs, cross-team communication, and helping our teams transform how they work.

AMY WEAVER

A big theme on my team is scaling. It's more than just looking at how we get bigger, but about how we handle growth, so we continue to be effective and efficient. Our Strategic Planning Group is always looking five years ahead at what markets we should go into and what products to sell. Our Tech, Marketing, and Product team looks to the future to understand what resources we'll need. And our customer-focused teams make sure we're at the forefront of customer success as we open up new markets. We have a saying that tactics dictate strategy. Looking ahead, we also need to understand that strategy dictates tactics.

LISA EDWARDS

 The ambition in the UKI is to make Salesforce a true national asset – a famous brand across UKI – by 2025. We want to use the power of our amazing culture and the skills of our talented people to help customers grow their business and to close the social and digital divide. We want to manage for long- and short-term results,

creating sustainable customer relationships that lead to ever-evolving customer success stories that will drive sustainable growth.

JAYNE-ANNE GADHIA CEO, UK & Ireland

Japan has lots to look forward to (starting with the Tokyo 2020 Olympics and Paralympics). The momentum of growth is strong, and big opportunities for digital transformation among customers lie ahead. The business truly is a platform for change, and I'm eager to deliver on our promise of customer success by fully utilizing our new Salesforce Tower Tokyo. We need to continue to be a trusted partner that customers lean on, especially in times of need. Our strong culture will be the beacon of light that drives further growth and innovation.

SHINICHI KOIDE

We will need a wide range of technological solutions for social issues (regional revitalization, disaster recovery, depopulation, and our aging society) facing Japan. We have many possibilities to make life better both at work and in society at large through AI, mobile, voice, and blockchain technologies.

At times, we tend to design our business and prioritize tasks in order to increase productivity, but if everyone shares a more comprehensive vision, we can impact the entire country and expect accelerated growth across the market. We always need to be a Trailblazer!

MARIKO SUGIYAMA

Everything starts with customer success. As we accelerate our growth in Australia and New Zealand, we need to walk miles in our customers' shoes. We need to know every industry inside and out and



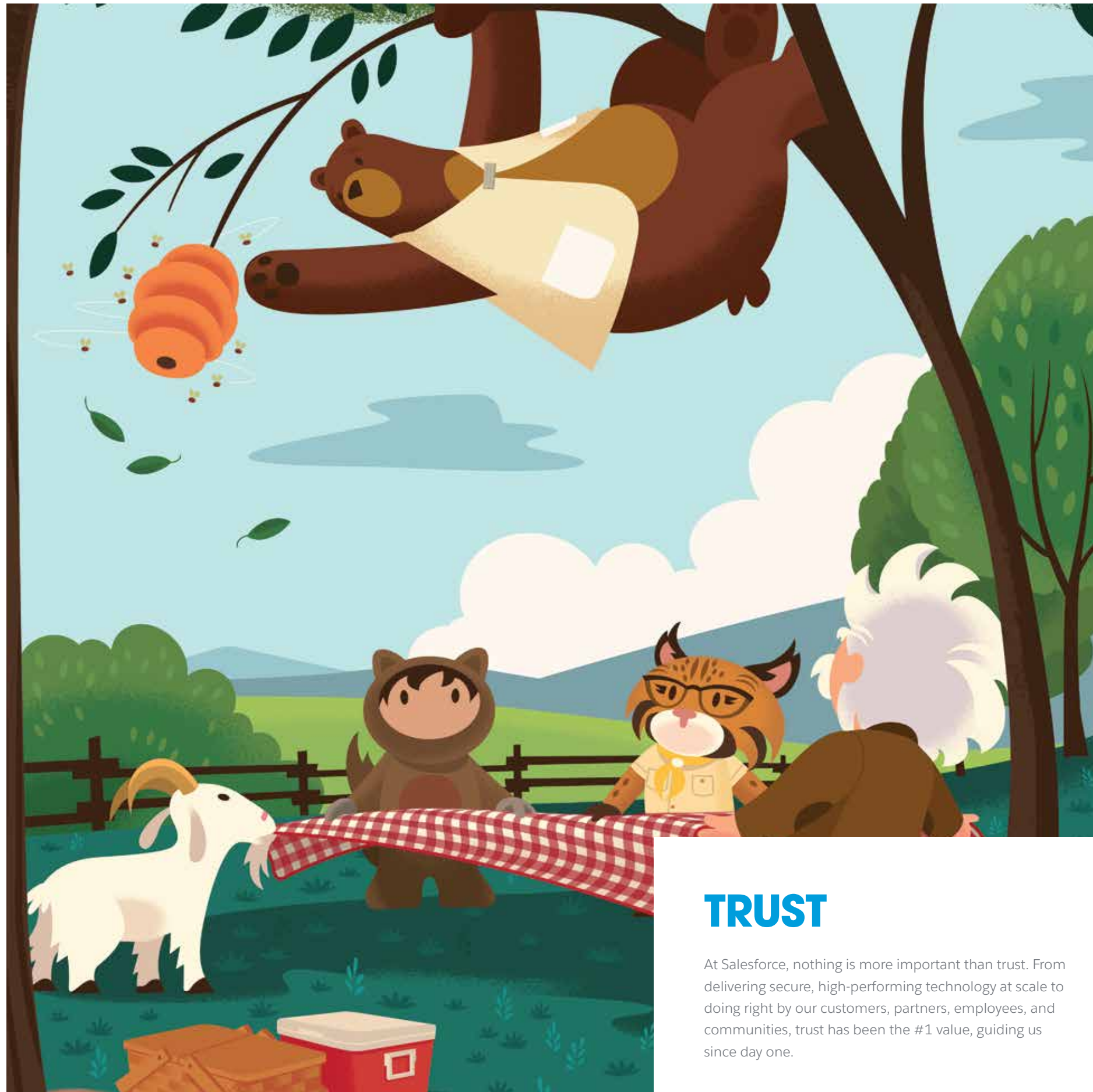
anticipate every opportunity and change that comes with the Fourth Industrial Revolution. My experience has also shown me that for every successful business, team, product, and program, the most critical ingredient is always the same: people working as a team with an aligned purpose. Taking care of our team and ensuring everyone has the opportunity to do the best work of their lives will be crucial to our success.

PIP MARLOW



OUR VALUES

Salesforce's values of trust, customer success, innovation, and equality are like the points on a compass that guide us through the Fourth Industrial Revolution. Together, they connect and inspire us, and help us successfully navigate obstacles and opportunities. Take a trip with us around the world and see for yourself how our Trailblazers live and experience our values.



TRUST

At Salesforce, nothing is more important than trust. From delivering secure, high-performing technology at scale to doing right by our customers, partners, employees, and communities, trust has been the #1 value, guiding us since day one.

CUSTOMER SUCCESS

We know that Salesforce succeeds when our customers succeed, and we've built our company around delivering customer success. From small businesses to multinational companies, we work closely with our customers to help them transform their businesses and connect with their customers in whole new ways.



INNOVATION

There's a reason Salesforce is the fastest-growing software company in history: our technology, business, and philanthropic models have been breaking ground since our founding. Thinking differently is in our DNA. We'll never stop enabling our customers to innovate, build, and stay ahead in their industries.



EQUALITY

We believe a diverse and inclusive workplace cultivates innovation and creativity, and we are committed to building a culture where everyone feels they belong. We value and respect people of all backgrounds, and we thrive as a result. Together, we can drive meaningful change and create a more equal workplace and world for all.



EQUALITY STRONGER TOGETHER AS ALLIES

Equality is one of Salesforce's core values. Championing it improves our company and our communities. We carry the message during intimate fireside chats, equality group heritage months, and in large events like our Trailblazing Women Summit. Salesforce is proud to partner with programs like Year Up, among many partnerships, which creates opportunities for underrepresented minorities to enter the tech field. Together, we're on the path to equal rights, opportunities, pay, education, and sustainability.



1: We're stronger as allies. 2: Vetforce Exec Sponsor and Co-Ceo Keith Wind with an ally. 3: Asiapacforce rings in the New Year. 4: Henna hands for EID. 5: Marching for equality on MLK Day. 6: Uniting generations.

7: Earthforce bettering the planet. 8: Kicking off Outforce in CDMX. 9: Standing with our veterans. 10: Celebrating the Lunar New Year. 11: Chief Equality Officer Tony Prophet with WINDforce global leadership.



1: Year of the Pig float. 2: Filipino Independence Day. 3: WINDforce leadership. 4: Lunar New Year Parade. 5: Chef Gina Mariko Rosales chats with Asiapacforce. 6: Co-Founder Parker Harris celebrates

Holi. 7: Getting ready to march for MLK Day. 8: Hyderabad Pride. 9: Tokyo Pride. 10: Pride in Munich. 11: San Francisco Pride. 12: Representing Salesforce and Pride with the rainbow cloud.



28

29



ETHICAL & HUMANE USE **GUIDING OUR TECHNOLOGY**

Technology is changing the world before our very eyes. At Salesforce, we recognize its transformative power and want to ensure our innovations are used for good. That's why we created the Office of Ethical & Humane Use (EHU). Led by Paula Goldman, we're engaging employees and stakeholders on ethical use through forums like internal town halls and office visits. In FY20, EHU began our journey by listening – holding quarterly ethical use advisory council meetings with our executives and employees, meeting with experts in the field, and participating in discussions with the World Economic Forum's Ethics and Tech Steering Committee. Our guiding principle is to ensure that our technology drives positive social change for everyone.

1: EHU Team at Dreamforce. 2: Conversations at the World Economic Forum (WEF). 3: Paula speaking at a WEF event. 4: The EHU team representing at the WEF. 5: Actress Mila Kunis

talks with Ebony Beckwith. 6: Our Ohana learns about the importance of the EHU. 7: Paula and Tony greet each other on stage.



DREAMFORCE THE MAIN EVENT

Dreamforce, our four-day extravaganza in the heart of San Francisco, is like a family reunion for our customers, partners, nonprofits, and communities. This past year, in what was the most sustainable Dreamforce ever, more than 171,000 people filed into our beautifully constructed National Park, joined by more than 10 million viewers online. Among the amazing speakers, we were joined by former President Barack Obama, Tim Cook, Emilia Clarke, Eddie Vedder, and Megan Rapinoe, and were witness to tremendous performances from Beck and Fleetwood Mac at Dreamfest. Also the largest technology conference in the world, Dreamforce rallied the community in 2019 to help supercharge the UN's Sustainable Development Goals around quality education, gender equality, affordable and clean energy, decent work and economic growth, sustainable cities and communities, and climate action. We also supported local youth and veterans, and made a \$243M economic impact on the Bay Area.



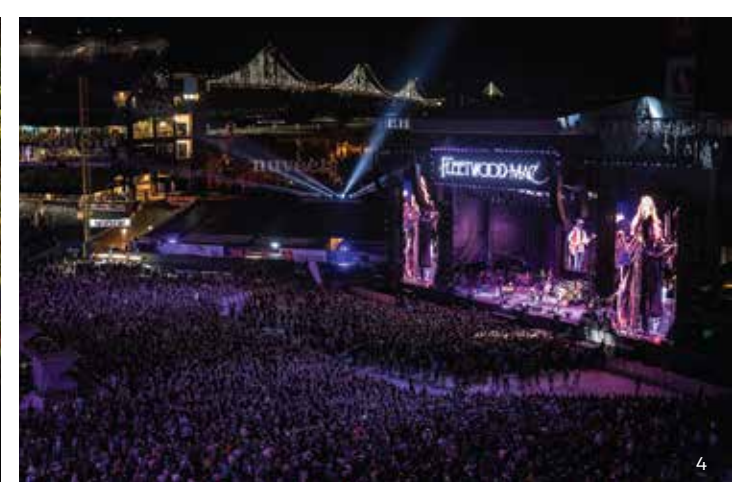
1: Palling around with Astro. 2: Marc delivering the Dreamforce keynote. 3: Time for mindfulness. 4: Puppy time at Dreamforce 5: Dreamforce National Park entrance. 6: Taking in the Dreamforest. 7: Tableau drumline.

8: Tableau brings their passion for data. 9: Keith takes the stage. 10: The Partner Lodge.



1: Meditating with Monastics. 2: Encouraging equal access. 3: Demos going down. 4: Learning together. 5: Talking to Einstein. 6: Cuddling up at a session. 7: Beck rocks Dreamfest. 8: Einstein Voice is mission critical.

9: Soaring underneath the archway. 10: Hyped for Dreamfest. 11: Sharing insights on stage. 12: #DF19 featuring Customer 360. 13: The crowd locks in for a session.



1: The Customer 360 archway on the campground. 2: Kids Coding Camp at Trailhead. 3: Trail Guides help navigate the campus. 4: Fleetwood Mac brings down the house. 5: Sheldon Simmons of Merivis shares his story.

6: World Cup champion Megan Rapinoe with fans. 7: Deming the latest technology. 8: Gaming on the interactive floor. 9: The Customer 360 in 3D. 10: Trailhead brought to life. 11: Lego Tower. 12: Live band in Dreamforest.



CUSTOMER EVENTS

OUR FAMILY REUNIONS

Dreamforce isn't our only big reunion. Every World Tour, TrailheaDX, and Connections is an opportunity for our customers, partners, employees, and communities to connect with and learn from each other. They're much more than a keynote and photo op with Astro. It's during these events that we get inspired, exchange ideas, and take strides creating our story together.

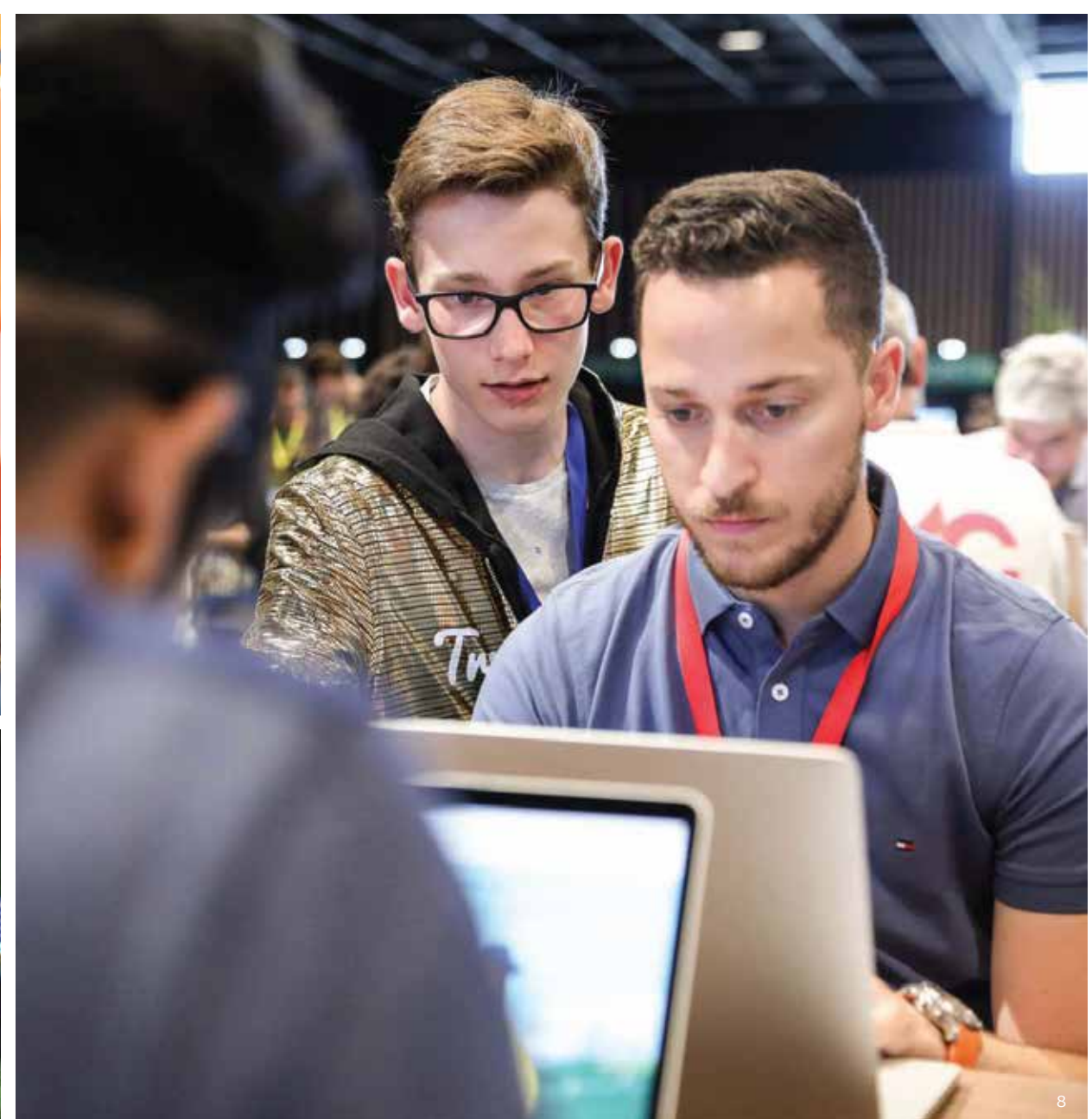
1: Making connections. 2: A trail guide there to help. 3: All ears at World Tour LA. 4: Sharing a moment. 5: Work hard, play hard. 6: Carmina Coenen, Director, Solution Engineering, at World Tour Amsterdam.

7: Yo-Yo Ma at Connections. 8: Grand audience at World Tour. 9: Gwen Stefani hits the stage. 10: Around the campfire at TrailheadX. 11: Leveling up together.



PRODUCTS GAME-CHANGING INNOVATION

Salesforce Customer 360 is our vision for how we help customers with their digital transformations. It's an integrated CRM platform that unites marketing, sales, commerce, service, and more to help companies build a single source of truth for their customers. Our new Einstein Search helps solve the problems of enterprise search. Salesforce Blockchain, the first product of its kind, brings blockchain to business. And new industry clouds, like Manufacturing Cloud and Consumer Goods Cloud, help satisfy the needs of customers with unique challenges.



1: Diving into Customer 360. 2: Say "Hi, Einstein." 3: Seeing what we can do! 4: Innovation brings smiles to our faces. 5: Learning Einstein Analytics. 6: Discovering product insights. 7: Keeping up with Einstein

AI. 8: Trailblazers locked into a demo.



MERGERS & ACQUISITIONS

WELCOMING NEW FAMILY

In 2019, we made our largest acquisition yet in Tableau, and one that was more like a reunion with Salesforce.org. But it didn't end there. We also acquired Bonobo, Click Software, Diffeo, Griddable, and MapAnything. They bring new capabilities and experience to Salesforce that help create greater success for our customers. As is our tradition, we welcomed them to our Ohana with celebrations and giving back.



1: MapAnything celebrates its acquisition. 2: Sporting Salesforce.org swag. 3: Day 1 volunteering. 4: Celebrating new beginnings. 5: Salesforce.org's Lionheart Astro. 6: Salesforce and MapAnything leaders at a Fireside Chat.

7: Our universal welcome ... cupcakes! 8: MapAnything embraces fun at a welcome party. 9: Volunteering gets creative. 10: Hello from the Bonobo team.



TABLEAU AN ANALYTICS REVOLUTION

Pike Place meets Fisherman's Wharf as the world's #1 customer success platform and #1 analytics platform have come together in 2019 to supercharge digital transformations for customers. Tableau's nearly 5,000 employees worldwide bring their mission of helping people see and understand data to the Salesforce Ohana. In partnership with the Salesforce Platform, Tableau will deliver more value to our customers faster, enabling them to accelerate innovation and make smarter decisions across every part of their business through the power of data.



1: Celebrating Diwali. 2: Tableau Conference 2019. 3: First booth at Dreamforce. 4: Tableau CEO, Adam Selipsky, kicking off Tableau Conference 2019. 5: Women in Sales Leadership panel. 6: Hispanic-Latinx Heritage Month.

7: Employees at a conference in Vegas. 8: 2019 Pride Parade in Seattle. 9: Watching the opening keynote at Dreamforce. 10: Tapia Diversity Conference. 11: 2019 Day of Caring.



OUR 20TH BIRTHDAY

A WORLDWIDE BASH

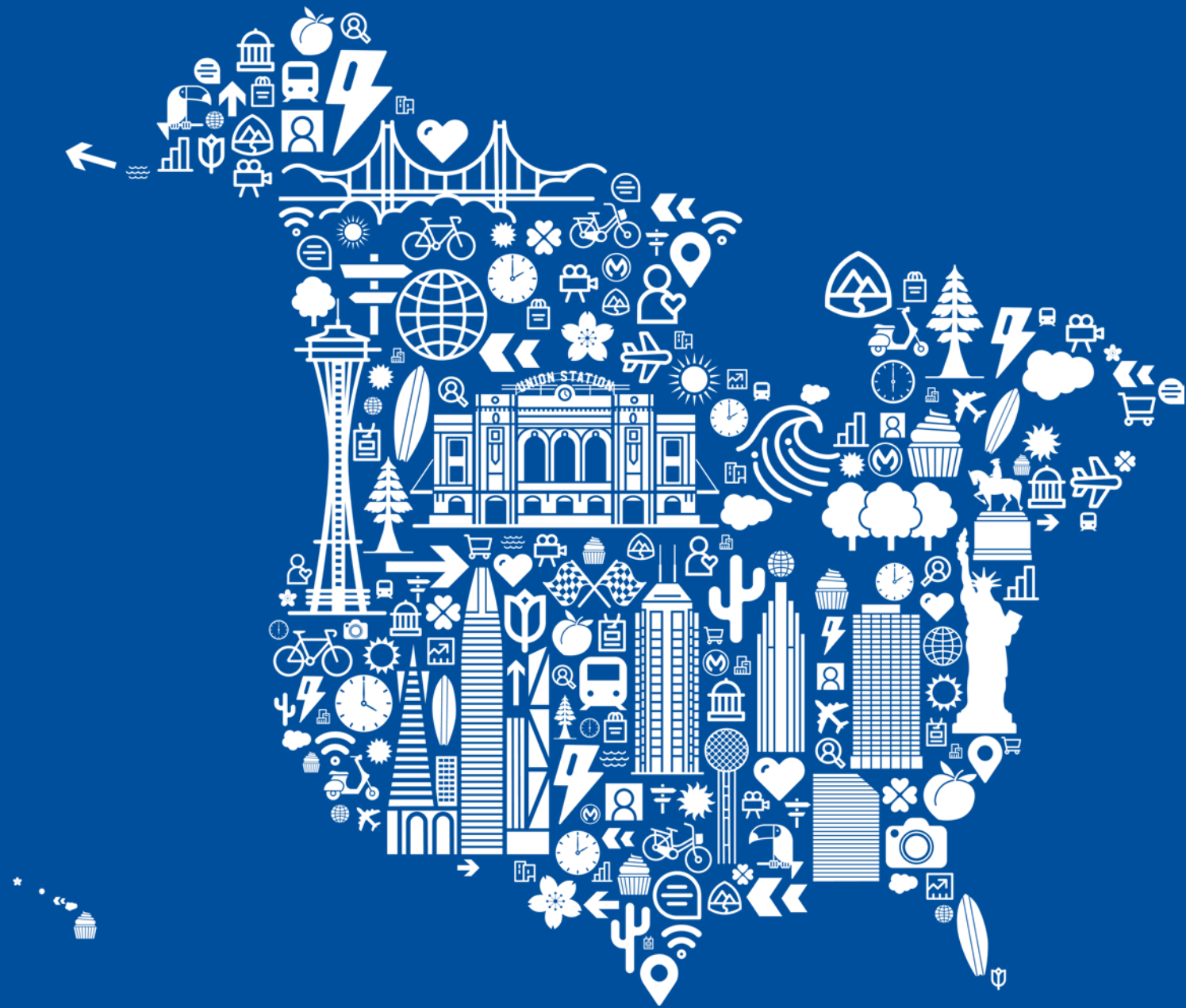
It may have been 2019, but we partied like it was 1999. Together, we popped the cork on 20 years of Salesforce and raised a cupcake to celebrate the impact we've made. There were volunteer activities and parties in our offices around the world. Rounding out the celebration, "Mr. Worldwide" Pitbull took the stage outside Salesforce Tower in San Francisco for a one-of-a-kind concert hosted by our co-founders, Marc and Parker. We've come a long way from our humble beginnings in an apartment on Telegraph Hill.

1: Pitbull performs for our 20th. 2: Co-workers turn into concert-going pals. 3: Photo op as Pitbull takes the stage in San Francisco. 4: Co-founders Marc and Parker greet the Ohana. 5: Throw your hands in the air!



6: Pitbull chases with the Ohana. 7: Eyes for cupcakes. 8: This Vancouver duo celebrates the big 2-0 with props. 9: Balloons in Dublin. 10: Putting on our birthday hats. 11: Singapore celebrates with Max the Mule.

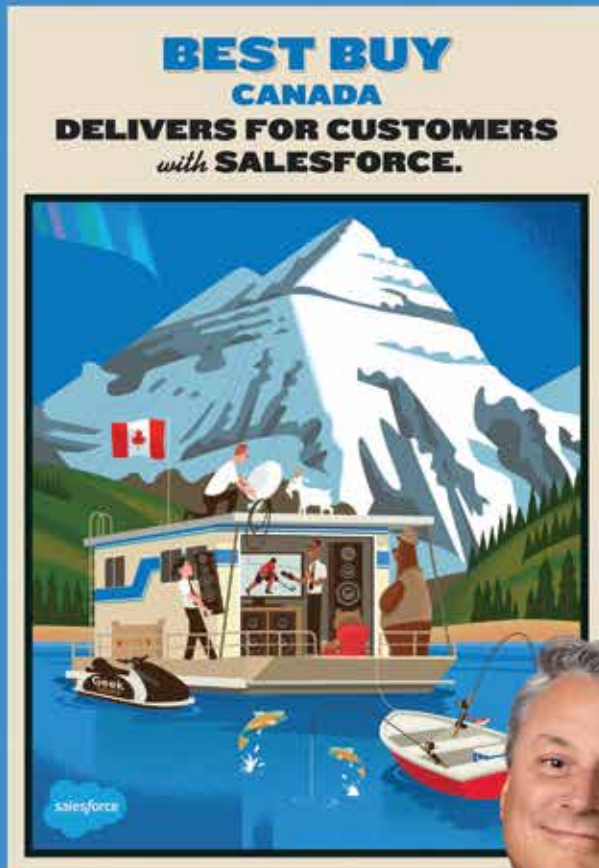
12: Gathering to appreciate the milestone. 13: A tower of cupcakes in Mexico City. 14: Birthdays call for food and friends. 15: Life of the party. 16: Cotton candy on tap in Toronto.



AMER

Fun fact: Our employees in the United States and Canada volunteered over 450,000 hours in 2019.

- Customers50
- Partners & Nonprofits54
- Trailblazers.....60
- Employee Heroes62



WITH SALESFORCE, WE CAN ENRICH MORE PEOPLE'S LIVES WITH TECHNOLOGY. IT ENABLES US TO WORK FASTER AND HAVE SMARTER CONVERSATIONS WITH OUR CUSTOMERS.

Thierry Hay-Sabourin

SR. VP OF ECOMMERCE AND INFORMATION TECHNOLOGY, BEST BUY CANADA



Thierry Hay-Sabourin
Sr. VP of Ecommerce and Information Technology, Best Buy Canada

Catherine Walsh
Director, Marketing

Mohammad Ansari
Director, IT

Agent Peterson
Senior Deputy, Technology



SALESFORCE HELPS US TO GATHER AND ANALYZE INFORMATION SO WE CAN FOCUS ON TURNING WHAT WE LEARN INTO ACTIONABLE STRATEGIES.

Cliff Holtz

CHIEF OPERATING OFFICER



Paul Munn
Director, Community Ecommerce

Trevor Rigger
CEO, Northern California Coastal Region

Gita Borovsky
Director, CRM Program Management



SALESFORCE HELPS US ACCELERATE OUR BUSINESS. THE SALES TEAM CAN NOW FOCUS ON THE STRONGEST PROSPECTS AND ENSURE THESE LEADS ARE CONVERTED INTO HAPPY CUSTOMERS.

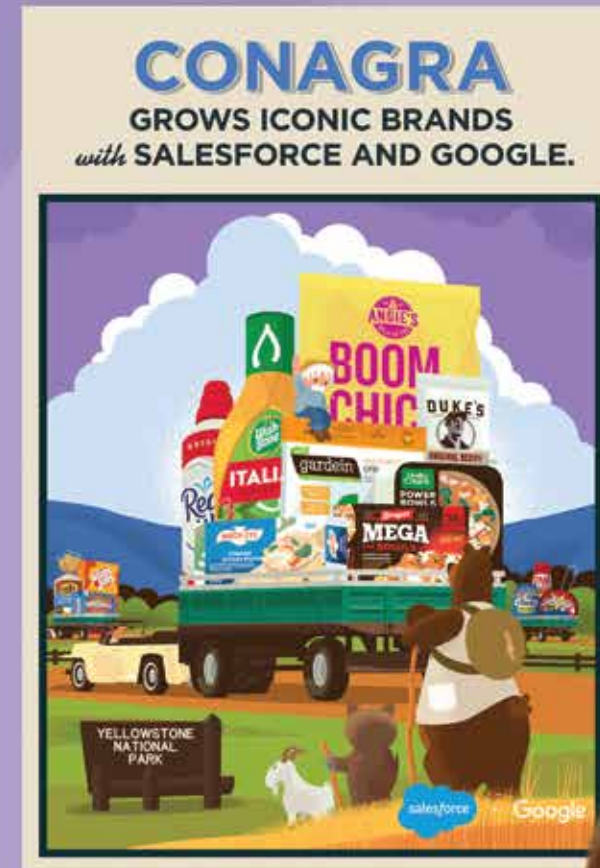
Craig Mason
VP OF SALES & EXPERIENCE



Steve Yeung
Manager, CRM Operations

Oksana Ruskykh
Senior Business Systems Analyst

Brad Pruner
Director, B2B Systems Transformation & CRM Enablement



WE NEEDED TO BRING NEW CAPABILITIES INTO OUR COMPANY. SALESFORCE HAS REALLY HELPED US SCALE THOSE CAPABILITIES ACROSS THREE CRUCIAL AREAS — SALES, MARKETING, AND SERVICE. ALL ARE VITAL TO HOW WE ARE TURNING OURSELVES INTO A CONSUMER-CENTRIC COMPANY.

DeLu Jackson
VP OF PRECISION MARKETING



Mindy Simon
CIO

DeLu Jackson
VP, Precision Marketing

Don Bordeau
VP, Marketing & Ecommerce Technology

PARTNERS

DELOITTE DIGITAL + SOUTHERN NEW HAMPSHIRE UNIVERSITY

Southern New Hampshire University (SNHU) is a private, nonprofit, accredited institution with more than 135,000 students nationwide and an alumni network of over 100,000, making it one of the fastest-growing universities in the nation. Since its founding in 1932, the university has transformed itself from a school of accounting and secretarial science into an institution offering over 200 programs, from certificates to doctoral-level degrees, including business, education, liberal arts, social sciences, and STEM. SNHU is reinventing higher education to fit the needs of today's students and workforce.

admissions, and advising operations. SNHU embarked on a fast-paced, two-year journey to re-envision the application experience, streamline the admissions processes, and provide analytical insights to students and advisors with a focus on student success. Together, SNHU, Salesforce, and Deloitte teams successfully implemented the "Unify" solution for over 2,000 marketing, admissions, and advising staff, leveraging innovative Salesforce technology, student-centric processes, and insightful analytics to grow and support their online and campus-based programs.

54 Anticipating exponential growth over the next 10 years, SNHU worked with Salesforce and Deloitte to chart a course for its foundational recruiting,

We wanted to hire strong partners who could broaden our thinking and challenge us, but who also understood our core nonprofit values and focus on academic quality. Deloitte and Salesforce did just that. Technology for us is not the solution. Technology amplifies really impactful human interactions.

Paul LeBlanc
PRESIDENT, SOUTHERN NEW HAMPSHIRE UNIVERSITY



PARTNERS

ENROLLMENT RX + SAINT LOUIS UNIVERSITY

For Emily Anstoetter, Director of Communication, Office of Admission, at Saint Louis University (SLU), having "every student contact, every admission document, and the details of every campus visit in one spot" was a must.

SLU looked to Enrollment Rx (ERX) to quickly implement a fully integrated CRM solution to access student data to recruit effectively. With personalized campaigns and a simplified applicant portal, the university achieved a 10% increase in its completed admissions applications and reaped huge time savings for both staff and students.

With personalized campaigns and a simplified applicant portal, the university achieved a 10% increase in its completed admissions applications.

Emily Anstoetter
DIRECTOR OF COMMUNICATION, OFFICE OF ADMISSION



Now we have a huge central database where we're keeping all of this information and it can be leveraged in ways that help students to be successful, not to mention improvements it brings to analytics and business intelligence.

Chris Wessells
CIO, UNIVERSITY OF SAN DIEGO

NONPROFITS

UNIVERSITY OF SAN DIEGO

Most college students today live on their mobile devices – smartphones, tablets, even wearables. University of San Diego (USD) research showed that students and prospective students turned away from websites that weren't mobile device optimized. So, three years ago, USD kicked off an initiative to make its nearly 200 ITS-managed websites adapt and transform automatically to where they were being viewed.

But the initiative didn't stop at websites. The university also turned to Salesforce for mobile solutions to collect student data and use that data to help students, alumni, and faculty members be more successful. These mobile apps integrate seamlessly with the 15 (and growing) CRM apps USD has also built on the Salesforce Platform.

USD's mobile apps allow students to track their performance, activities, and emotions around their coursework – information critical to their success that could, for example, make them aware they're pursuing the wrong career if they have negative feelings about classes associated with their major.

The university also used Salesforce to create two unique programs that simplify the process of tracking which activities students are engaged in outside of the classroom. One, Event Check-in, lets administrators check in students at events and collects data on those students to build a database of other events that might interest the student.

PARTNERS

CLOUD FOR GOOD + READING PARTNERS

Reading Partners mobilizes communities to provide students with the proven, individualized reading support they need to read at grade level by fourth grade.

Reading Partners had previously implemented Salesforce's Nonprofit Success Pack, but it needed stronger metrics to drive program results and automated reporting capabilities. They chose to implement Einstein Analytics and selected Cloud for Good as its implementation partner.

Einstein Analytics allows Reading Partners to report on data housed in disparate systems and provides users access to dashboards and reports automatically. The program is now able to identify gaps in tutor recruitment, share data to a broader audience, and identify characteristics of success.



Reading Partners selected Cloud for Good to help with our Einstein Analytics setup because they understood our data and the importance of metrics to our organization.

Lola McCall
SALESFORCE ADMINISTRATOR, READING PARTNERS

After implementing Salesforce, reports that used to take two weeks to prepare can now be compiled in a day, leading to a huge cost savings and increased efficiencies.

PARTNERS

EXPONENT + CALIFORNIA HUMAN DEVELOPMENT

California Human Development (CHD) is a nonprofit organization waging the war on poverty for 50 years. Inspired in service to California's farm workers, today CHD serves people of low income from many walks of life – giving 25,000 people a year, in 31 Northern California counties, a hand up to the American dream. CHD chose to engage Exponent Partners and its case management solution to move away from paper files and spreadsheets to Salesforce.

After implementing Salesforce, reports that used to take two weeks to prepare can now be compiled in a day, leading to a huge cost savings and increased efficiencies. Data around needs assessments, volume of clients, and projected needs over time related to assisting immigrants affected by the California fires in 2017 enabled CHD to secure a \$5 million grant from the state.



Mogli Technologies has integrated Einstein Vision and Mogli SMS to bring more excellent quality control and efficiency to a clean cookstove project in Honduras.

PARTNERS

MOGLI TECHNOLOGIES

Mogli Technologies supports global impact organizations focused on improving humanity and the environment. It has developed powerful applications like Mogli SMS to connect people with text and social messaging natively on Salesforce.

In 2012, the company created Mogli SMS to support a nonprofit client that was working to eradicate extreme poverty among Kenyan farmers. The farmers faced a terrible crop disease that could dramatically impact their families' livelihoods and wellbeing. With text messaging, the client was able to reach 5,000+ farmers on a daily basis, guiding better farming techniques.

Now, Mogli SMS is being used globally – from small domestic nonprofits, to colleges and universities, to multinational organizations.

Clients use Mogli SMS for one-to-one text message conversations, bulk messaging, surveys, and integration with WhatsApp. Mogli SMS has helped organizations support at-risk youth to get into college and enabled better patient engagement at rural health clinics. It's used by organizations that work with recently incarcerated individuals to help them transition into normal, productive lives. Admissions and recruiting teams use it for conversing with prospective students and soliciting feedback.

Mogli Technologies has even integrated Einstein Vision and Mogli SMS to improve quality control and efficiency in a clean cookstove project in Honduras. As a result, the project has reduced carbon emissions and deforestation, which results in healthier lungs for some of the most impoverished populations in the world.



Trailblazers

Hear from some Trailblazers who are embracing change and driving innovation with Salesforce.

Trailhead helps me keep my skills up to date and learn about innovative new technologies to help my team work smarter.

Candy Weekes
SALESFORCE BUSINESS ANALYST

Trailhead has given me the confidence to excel in my career and master everything from Process Builder to public speaking.

Sasha Manford
SALESFORCE ADMINISTRATOR

I left a close-knit community when I retired from the military, and thankfully found another amazing community when I joined my fellow Trailblazers.

David Scott Nava
SOLUTION ARCHITECT





I'M CONSISTENTLY ENCOURAGED TO BRING
MY BEST AND WHOLE SELF
TO WORK.

Working at Salesforce has allowed me to see the world differently. Through our volunteer time off program, I've become more involved with my community in Toronto. I'm consistently encouraged to bring my best and whole self to work, which has had a positive impact on my life.

IRINA ANDRIAN, CHRIS ROBERTS, NOELIA HERNANDEZ,
DOMINIQUE SILVA, IMRAN BHANJI, YING CHOO





I DIDN'T REALIZE WORKING HERE WOULD AFFORD ME THE OPPORTUNITY TO CREATE

SO MANY LIFELONG FRIENDSHIPS.



I always knew that I would love working at Salesforce. However, I didn't realize that working here would afford me the opportunity

to create so many lifelong friendships. The New York hub is filled with so many unique people that come from all different types of backgrounds but, at the core, we all have something in common – our values.



CONNOR CHADWICK, SASHA LAL, ALEXIS ELGUERA



ATTENDING OUR INTERNAL WOMEN'S LEADERSHIP FORUM HAS HAD ONE OF

THE MOST PROFOUND IMPACTS

ON ME PROFESSIONALLY AND PERSONALLY.



I've experienced many highs at Salesforce, growing from an intern at ExactTarget, before the acquisition, to a Salesforce senior software engineer. However, attending the internal Women's Leadership Forum has had one of the most profound impacts on me professionally and personally. Between networking with incredible colleagues and learning lessons from like-minded women, I left the forum feeling empowered.



OUR COMMITMENT TO WORK-LIFE INTEGRATION ALLOWS ME TO

PRIORITIZE MY HEALTH

AND WAKE UP FEELING REFRESHED DAILY.

BRIAN NORTON, DENISE FRANCIS



I joined Salesforce because I wanted a positive work experience. I am continuously blown away by the people, the environment, the challenges, and how much I've learned in such a short amount of time. Our commitment to work-life integration allows me to prioritize my health and wake up feeling refreshed daily. I love it here!



I HELP PROVIDE

EMPLOYMENT OPPORTUNITIES

FOR PEOPLE WHO ALSO RELY ON ASSISTIVE TECHNOLOGY.



What makes my job meaningful is the knowledge that I help provide employment opportunities for people who also rely on assistive technology. The unemployment rate for people with disabilities is staggering, and making sure that our products are usable by everyone helps to provide a path to equal opportunity.



WE'RE SELF-AWARE

AND CONSTANTLY LOOKING TO INNOVATE TO
BETTER THE COMPANY FOR OUR CUSTOMERS.

The culture here is real and relevant. At Salesforce, we're self-aware and constantly looking to innovate to better the company for our customers, our employees, and the communities we serve. This is the type of culture that has fostered my growth personally and professionally.



YING CHOO, CHRIS ROBERTS, IRINA ANDRIAN, NOHELIA HERNANDEZ



IT'S AN INCREDIBLE FEELING TO KNOW THAT

YOU'RE SEEN, HEARD, AND VALUED.



ASHLEIGH CORTES, BRITTANY PHAM



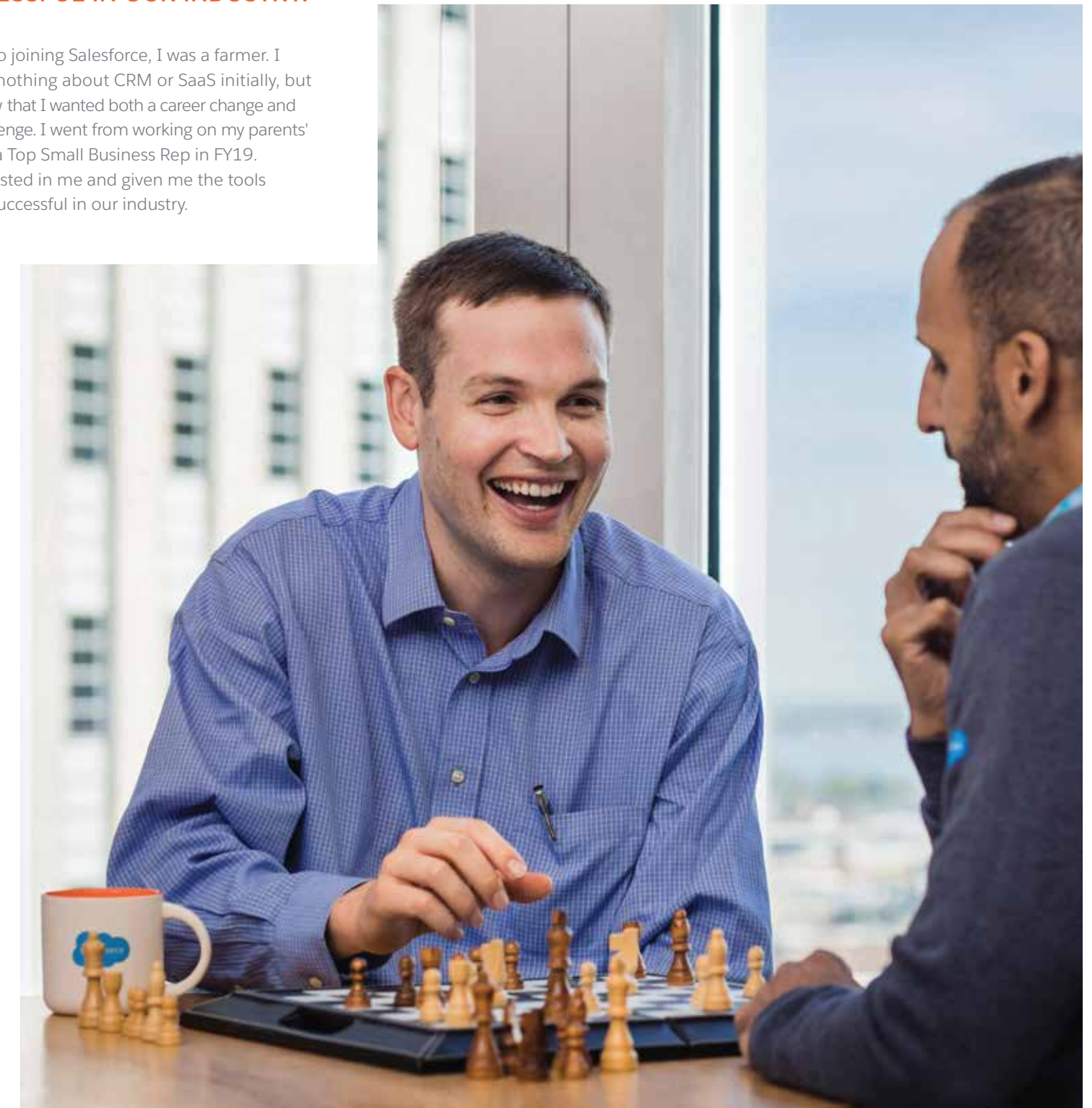
I love my role as the Wellness Chair for our Chicago Women's Network. We invest in, support, and empower women in our local community. Being able to have a seat at the table as we discuss workplace inclusion, equality, and diversity, both in Chicago and in the organization, reinforces that we're headed in the right direction. It's an incredible feeling to know that you're seen, heard, and valued as an employee, especially in an organization of this size.

SALESFORCE HAS INVESTED IN ME

AND GIVEN ME THE TOOLS THAT I NEED TO BE SUCCESSFUL IN OUR INDUSTRY.



Prior to joining Salesforce, I was a farmer. I knew nothing about CRM or SaaS initially, but I knew that I wanted both a career change and a challenge. I went from working on my parents' farm to becoming a Top Small Business Rep in FY19. Salesforce has invested in me and given me the tools that I need to be successful in our industry.



PAUL SELLEW, CRAIG MATARAZZO



LAYLA GULLEY, ALICE NAPPER, GUSTAVO CHAVIRA

I'VE BEEN FORTUNATE TO START MY CAREER AT AN ORGANIZATION THAT

PRACTICES THE VALUES IT PREACHES.



I started at Salesforce as an intern and have since become a full-time employee. I've been fortunate to start my career at an organization that practices the values it preaches, especially when it comes to volunteering. The experience has been great so far, thanks to my co-workers and friends!



GANAPATHY NARAYAN, SOUNDARYA BALASUBRAMANI, EMMY ZHANG

SALESFORCE SUPPORTED MY GROWTH,

AND TRUSTED ME WITH SO MANY DIFFERENT, YET CRITICAL ROLES.



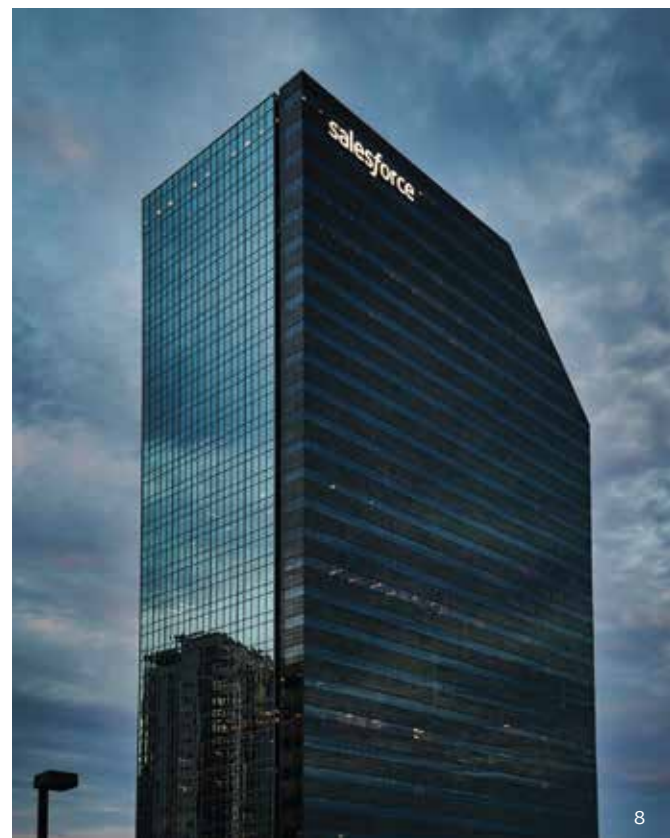
As I've grown, so has my Salesforce career. I started my journey at our headquarters in San Francisco as a campaign manager. Since then, I've moved to Dallas and worked in both Real Estate and Workplace Services and Business Technology positions. Looking back, I feel so grateful that Salesforce supported my growth and trusted me with so many different, yet critical roles.





REAL ESTATE AND WORKPLACE SERVICES **START SPREADING THE VIEWS**

The United States and Canada is our largest region with 43 office locations. In 2019, we celebrated the grand opening of our newest U.S. Ohana Floor, overlooking Bryant Park, atop Salesforce Tower New York. We opened Salesforce Tower San Francisco's Ohana Floor to the public for the first time through our free community tour program, and officially made Atlanta home to our newest Salesforce Tower in North America. The fun didn't stop there – we also opened a new office in Dallas and Vancouver as well as announced our plans to open a new home in Denver in 2020. We're committed to creating beautiful spaces that feel like Salesforce no matter where in the world we are.



1: Hangout in the Chicago lobby. 2: Selfie time in New York. 3: San Francisco pop-up shop. 4: Captivating views from the San Francisco Ohana Floor. 5: Chairman and Co-CEO Marc Benioff opens the New York Ohana Floor.

6: Employees energizing with Starbucks onsite. 7: Opening our NY Ohana Floor. 8: The Atlanta Tower gets its sign. 9: Moving in! 10: A Salesforce Tower coming to the Windy City. 11: Proud to be at the top together.

NORTH AMERICA

ACCOLADES

#2

ON FORTUNE'S LIST OF
"100 BEST COMPANIES
TO WORK FOR®"

#4

GREAT PLACE TO WORK'S
"BEST WORKPLACES
IN CANADA"

"TOP WORKPLACES"

IN ATLANTA, BAY AREA,
BOSTON, DALLAS, CHICAGO,
INDIANAPOLIS, NEW YORK CITY,
SEATTLE, WASHINGTON, D.C.

FORTUNE
"BEST WORKPLACES"
FOR DIVERSITY, MILLENNIALS,
PARENTS, TECHNOLOGY, WOMEN

FORBES
"AMERICA'S BEST
EMPLOYERS FOR
DIVERSITY"

Our reputation as a great place to work is continuing to grow thanks to the great work of our employees across the United States and Canada.





LATAM

This happened: Latin America grew its employee base in FY20 by nearly 50%. Welcome!

Customers.....	80
Partners & Nonprofits	82
Trailblazers.....	84
Employee Heroes.....	86

WITH SALESFORCE WE OFFER A MORE PERSONALIZED, DIGITAL, AND CONNECTED EXPERIENCE TO MORE THAN 7 MILLION CUSTOMERS.

Cristiano Barbieri

HEAD OF DIGITAL STRATEGY, INNOVATION, AND TECHNOLOGY



Alessandro Cogliatti
Superintendent of Customer Experience

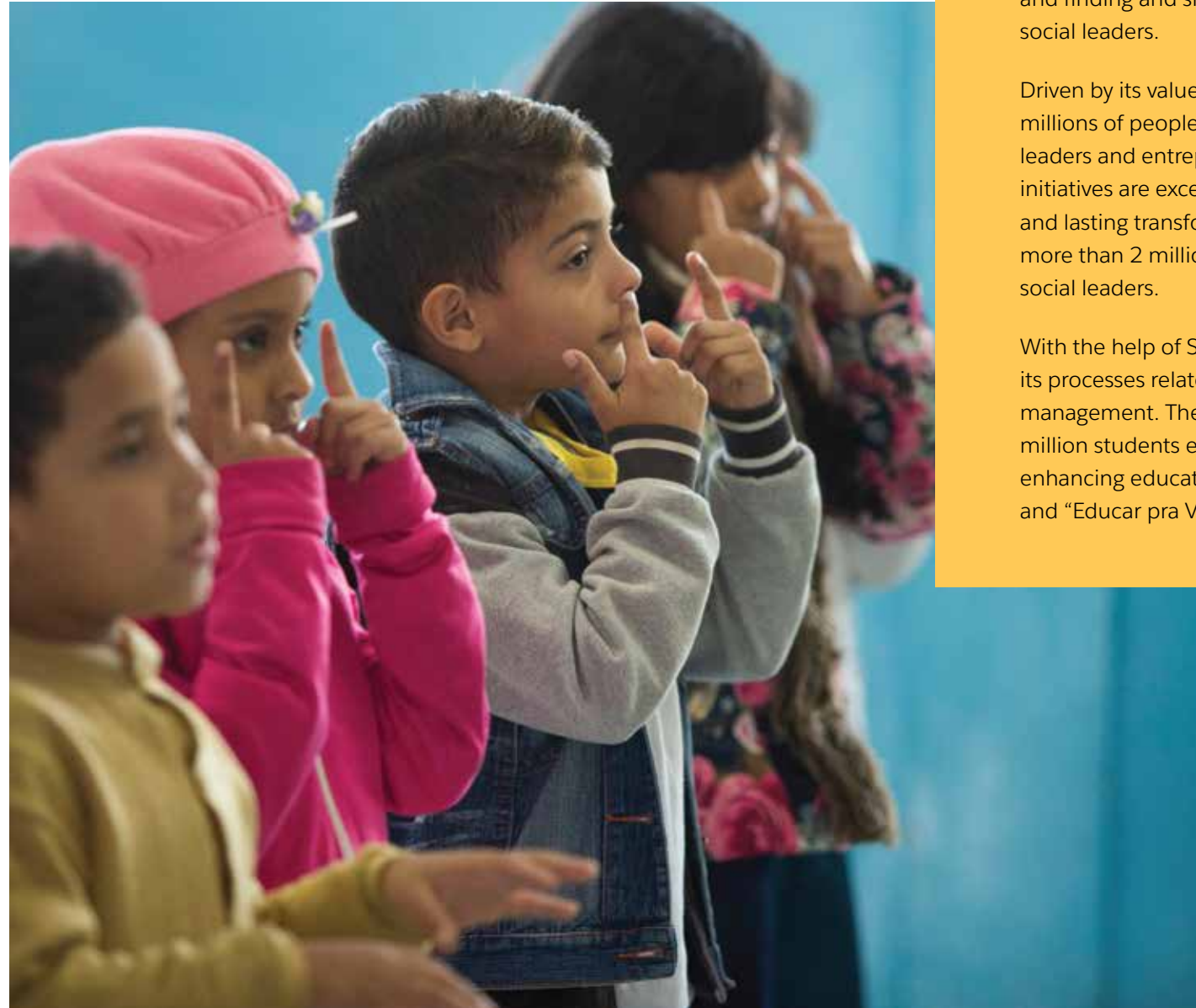
Cristiano Barbieri
Head of Digital Strategy, Innovation, and Technology

Thiago Trevisan
Project Manager



Lemann Foundation is committed to supporting a Brazil that believes in its people so that people can believe in Brazil. With Salesforce, we can streamline our projects, organize our contacts with donors and stakeholders, and align our team on priorities with transparency and collaboration.

Denis Mizne
EXECUTIVE DIRECTOR



NONPROFITS

LEMANN FOUNDATION

Inequality is a pressing global issue, and Brazil ranks among the most unequal countries worldwide. Fundação Lemann is a family foundation that is committed to addressing inequality's root cause – the lack of high-quality education available to impoverished people.

In partnership with government and private entities, Lemann Foundation focuses on two areas: ensuring that every Brazilian child has a high-quality education and finding and shaping the next generation of social leaders.

Driven by its value of equality, the foundation impacts millions of people, from students and teachers to leaders and entrepreneurs. The cornerstones of all its initiatives are excellence and equality to generate deep and lasting transformation. Its programs directly impact more than 2 million children, 60 organizations, and 600 social leaders.

With the help of Salesforce, the foundation automated its processes related to stakeholder, project, and data management. These initiatives directly impact 2+ million students enrolled in school districts focused on enhancing education with programs such as “Formar” and “Educar pra Valer.”



Trailblazers

Meet some of the Trailblazers who are embracing change and driving innovation with Salesforce.

I am constantly amazed by the infinite possibilities to build business solutions on the platform without having to code.

Paula Otani
BUSINESS AND
PROCESS SPECIALIST

Salesforce helped me find a fresh start after 40+ years in the workforce. I learned the platform through Trailhead and certifications, and built a successful consultancy.

Alvaro Mattos
FOUNDER, CONSULTANT

I love the fun learning on Trailhead and the family spirit of the Trailblazer community. The innovation, collaboration, and team spirit make me very happy.

Gisela Roveni Ribeiro
SENIOR CONSULTANT

Helping others succeed is in the DNA of our Trailblazer community. Just ask and answers will come.

Aldo Fernandez
ENTERPRISE ARCHITECT,
SALESFORCE MVP,
COMMUNITY GROUP LEADER





MY LEADERS AND COLLEAGUES HAVE ALWAYS
SUPPORTED MY VOLUNTEERING.

Since the day I've joined, Salesforce has motivated me through its commitment to upholding our values with employees, customers, and the community at large. I've been involved in numerous volunteer activities throughout the LATAM region, adopting several NGOs and helping them support their causes. I've been part of our equality groups in Mexico generating more change agents. We've been able to grow our ecosystem by making alliances with our partners to start academies in universities in Mexico, obtaining seedbeds and certifying students. All this is achieved with great teamwork, and there is no better one than our Salesforce Ohana!

(CLOCKWISE FROM LEFT) NOEMI HERNANDEZ GUERRERO, HUGO MAURICIO PEREZ, DIANA ELIZABETH ESCAMILLA, FRANCO ROMERO, POLETTE GUZMAN, SANTIAGO RUBIANO, CAM VELASQUEZ, ELSA VELEZ PERDOMO, NATALY CALDERON





THE WELCOME TO THE OHANA
EVENT FOR MULESOFT MADE ME

EXCITED TO JOIN SALESFORCE.



My team's job is providing the necessary support and tools for solution engineering (SE) teams around the world. We strive to make their work simpler, faster, and more seamless. In Argentina, we're a small but mighty team, but we have a huge impact on the sales process and in the daily work of SEs.



JONATHAN COHEN LOZIE, HERNAN NOBILE, EVANGELINA MARTINEZ RUIZ MORENO

AT SALESFORCE, DIFFERENT
LIFE PERSPECTIVES ARE

RESPECTED AND VALUED.



Salesforce's commitment to equality makes me proud to be an employee. It can be challenging to be your authentic self anywhere but especially in the workplace.

At Salesforce, different life perspectives are respected and valued. It's amazing to feel like you belong.



TIAGO MARINHO AND FRIEND



I'VE SEEN US GROW

FROM 20 PEOPLE IN BUENOS AIRES TO OVER 300.

I joined as a software engineer eight years ago. Since then, I've had the opportunity of working with different teams, meeting incredible people, and growing personally and professionally. I've seen us grow from 20 people in Buenos Aires to over 300; it's been incredible to witness our growth firsthand. Three years ago, I had the chance to become an engineering manager. Accepting this opportunity was the best thing I could have done since it allowed me to find my true passion. The path was not easy, and I had to learn new skills, but I'm learning every day. Helping my team grow and realize their potential is one of the most fulfilling jobs I can imagine.



CECILIA SILVANO, EVANGELINA MARTINEZ RUIZ MORENO, ANA LAURA FELISATTI





1



4



5



6



7



8



2



3



REAL ESTATE AND WORKPLACE SERVICES

A LITTLE AMOR

No matter where they are, we want our offices to feel uniquely Salesforce. In FY20, we finished the move into our new Mexico City office, expanded our existing Buenos Aires space, and put our touch on the Pilar office. New furniture, lighting, additional meeting rooms, culture galleries, and vegetation throughout makes it all feel very cozy – and, well, like us.

1: The MuleSoft team in Buenos Aires. 2: Enjoying small bites in Mexico City. 3: Día de los Muertos Salesforce style. 4: Celebrating the opening of our São Paulo office. 5: Presentations in our São Paulo social lounge.

6: Happy Working. 7: New office celebration in São Paulo. 8: Walking about Buenos Aires.



LATIN AMERICA

— ACCOLADES —

GREAT PLACE TO WORK
“BEST PLACES
TO WORK IN
LATIN AMERICA”

#2
GREAT PLACE TO WORK
“ARGENTINA’S
BEST WORKPLACE”

We're making our mark! Thank you and congratulations to our LATAM team on a banner year.





WE REALLY WANT TO BE AT THE FOREFRONT OF WHAT TECHNOLOGY ALLOWS US TO DO WITH THE AIM OF CREATING A HIGHLY PERSONAL, VERY CONVENIENT JOURNEY FOR OUR CLIENTS. WHAT WE ARE USING THE SALESFORCE SUITE FOR IS REALLY CONNECTING THE DOTS.

Christina Eskebaek

DIRECTOR, ECOMMERCE & OMNI-CHANNEL

PINK
SHIRTMAKER
LONDON



Loic Le Bihan
Director, Brand Image

Christina Eskebaek
Director, Ecommerce & Omni-Channel

Christopher Zanardi-Landi
President & CEO



NONPROFITS

THE ALZHEIMER SOCIETY OF IRELAND

In Ireland, 55,000 people have been diagnosed with dementia, which can lead to issues with memory, language, and problem-solving. The most common form of dementia is Alzheimer's disease.

The Alzheimer Society of Ireland (ASI) provides support and services to people with dementia and their carers across Ireland, including 51 day care centers and one respite care center. Every year, it provides nearly 1 million hours of care to people living with dementia. The more efficiently it can work behind the scenes, the more resources it can dedicate to supporting people living with dementia, their families, and caregivers.

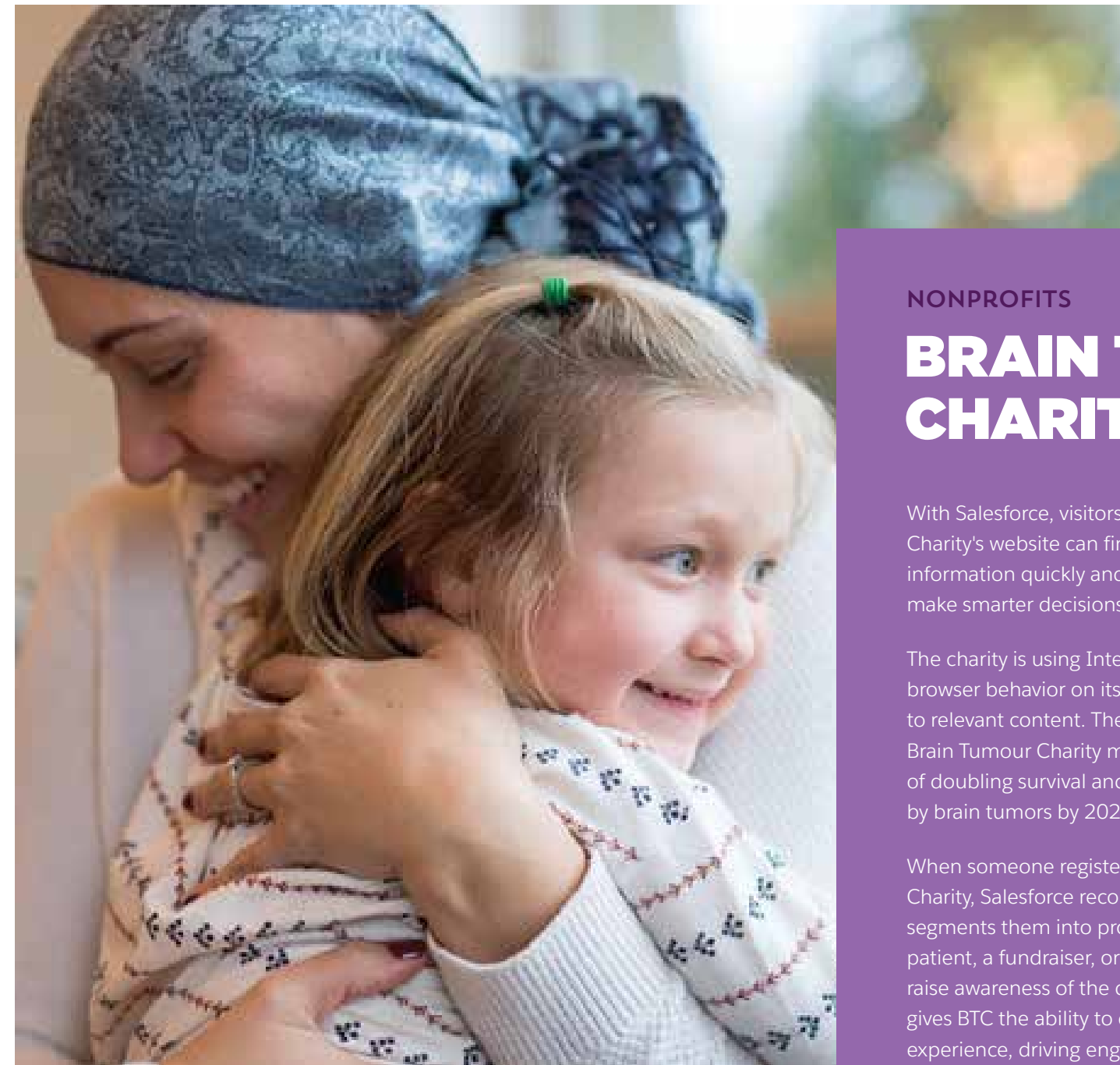
The ASI has used Salesforce since 2011, continuously enhancing its use of the system to the point where every single department in the charity uses it. The platform has enabled the organization to undergo a massive digital transformation, which has eliminated paper trails and streamlined processes in every department.

The ASI logs all data relating to people with dementia who use its frontline services in Salesforce, including hours of attendance, any incidents, and audits of its services. This data analysis capability has helped unlock new insights and drives ongoing decision-making.

New hire training is also run on Salesforce. Managers can see if someone's qualifications are due to expire, and identify courses run by the charity or its partners from which the staff might benefit. By custom designing an employee training booking facility in Salesforce, course enrollment can be completed in just a few clicks.



The ASI has used Salesforce since 2011, continuously enhancing its use of the system to the point where every single department in the charity uses it.



NONPROFITS

BRAIN TUMOUR CHARITY

With Salesforce, visitors to The Brain Tumour Charity's website can find the most relevant information quickly and efficiently to help them make smarter decisions.

The charity is using Interaction Studio to track browser behavior on its website and direct people to relevant content. The technology is helping The Brain Tumour Charity move toward its primary goal of doubling survival and halving the harm caused by brain tumors by 2025.

When someone registers with The Brain Tumour Charity, Salesforce records their journey and segments them into profiles, whether they're a patient, a fundraiser, or someone who wants to help raise awareness of the disease. This information gives BTC the ability to deliver a personalized experience, driving engagement in the process. With this valuable insight, the organization can make sure that its communications are relevant and, importantly, sensitive to the recipient.

Having a central repository for data also helps to measure campaign performance and track which tactics are bringing in the most funding. For example, for "The Twilight Walk," in which its supporters walk to raise funds around the U.K., BTC looks at where it's making the biggest impact and raising the most funds. It uses this information to help decide where future events should happen and how many staff are needed to support the walkers.

Salesforce helps us identify who a web visitor is and what they're interested in so we can better support them on their care journey.

Sarah Lindsell
CEO, BRAIN TUMOUR CHARITY



With Salesforce, we can create individual supporter journeys that deepen relationships and participation. This will help to not only create more advocates for animal welfare but for the RSPCA too.

Chris Wainwright
DEPUTY CHIEF EXECUTIVE OFFICER, RSPCA

people requesting urgent help for animals in distress.

The RSPCA is turning to technology to help. In a bid to maximize the impact of its annual income – which hit £142 million in 2018 – the nonprofit is modernizing the systems and processes that underpin a range of core activities.

The RSPCA community stretches well beyond its 1,800 employees – it has more than 600,000 active donors and campaigners as well as thousands of volunteers. And the RSPCA wants to get closer to every single one of them.

The organization plans to use the insights captured in Salesforce to transform how it engages with supporters, delivering more personalized and targeted content. In an age when we are all bombarded with information, staying relevant is key.

The RSPCA is also mobilizing the next generation of animal welfare campaigners. In 2018, the nonprofit launched its first fully integrated prevention program, which is designed to teach children about empathy and respect for animals. More than 2,500 primary schools have already signed up to take part in classroom activities.

NONPROFITS

RSPCA

From cats and cattle to badgers and butterflies, the RSPCA wants to create a world where all animals are respected and treated with compassion. In 2018, the organization investigated more than 130,700 complaints of alleged cruelty and its 300 plus inspectors rescued nearly 103,000 animals across England and Wales.

Although the RSPCA has achieved many successes both locally and nationally, its services are still in high demand. The nonprofit's cruelty line received more than 1.1 million calls in 2018 alone from



With the success of this project, we now have more confidence rolling out change across the organization.

Julie Dodd
DIRECTOR OF DIGITAL TRANSFORMATION & COMMUNICATIONS, PARKINSON'S UK

PARTNERS

BLUEWOLF, AN IBM COMPANY + PARKINSON'S UK

In the U.K., a person learns they have Parkinson's disease once every 30 minutes. That's roughly 18,000 new diagnoses each year. To meet this demand, Parkinson's UK is determined to scale its existing Information & Support Services.

The charity (in partnership with Bluewolf, an IBM company) is using the Salesforce Platform to make collaboration easier for its widespread support staff. On Salesforce, support agents can work together on client cases, while senior management can use improved analytics to see a full picture of national client needs.

Now, Parkinson's UK can offer its services to more people affected by Parkinson's from the point of diagnosis and is better informed to offer both reactive and proactive support.

NONPROFITS

LONDON SCHOOL OF ECONOMICS & POLITICAL SCIENCE

With students from over 140 countries and half of its staff coming from outside of the U.K., the London School of Economics & Political Science (LSE) is truly an international institution.

Reaching out and engaging prospective students early on, as well as tracking every application, is a massive task for any university. And today, applicants and students expect the ability to get what they want, when they want it.

LSE's journey with Salesforce began in the Widening Participation (Outreach), Student Marketing and Recruitment, and Admissions teams with the objective to unlock more in-depth insights and deliver efficient personalized service to its prospective students and applicants.

As part of this transformation, LSE teams wanted to connect with students in a more intelligent way. Its previous system did not support segmentation well, meaning the team had to adopt a blanket approach to contacting students. Education Cloud's advanced segmentation capabilities enable LSE to make sure each individual receives the right information about LSE offerings, services, and initiatives. Every day the teams are building a clearer picture of their students' data and processes, which ultimately contributes to creating a truly connected campus and delivering a positive student experience.

With Salesforce as a platform for engagement, LSE saw an opportunity to align its operations to provide personalized and unified experiences across all its constituents – applicants, students, alumni, staff, researchers, and the multitude of people who engage with the institution across the globe. LSE is now rolling out the platform across the institution.

Salesforce enables us to get a richer picture of our students, our operations, and our impact. Not only does it help drive efficiency internally, but it gives our staff the tools and information they need to support students when and where they need it.

Mike Page
HEAD OF ENTERPRISE CRM AND SRS, LSE



In our sector, blazing a trail is not about beating the competition; it's about enabling other organizations to help more people in the world enjoy better lives. With Salesforce, we can tap into a wealth of knowledge and new opportunities.

Rob Williams
CHIEF EXECUTIVE OFFICER, WAR CHILD UK

NONPROFITS

WAR CHILD UK

War Child helps families and children who are traumatized and displaced by armed conflicts to get their lives back on track. With 32 million displaced children in the world, War Child needs to keep growing and increase funding to expand its reach.

What started as a CRM solution in 2012 has become an end-to-end business platform supporting all War Child departments – from fundraising and program management to marketing and finance. And with great results.

Between 2012 and 2017, War Child quadrupled its budget to £17 million and increased the number of people it assisted from 28,000 to 160,000.

A key focus area for the War Child team is to boost its sustainable income through a more extensive monthly recurring donor base. With every supporter interaction tracked on Salesforce, everyone on the fundraising team can contribute to building stronger relationships. When an existing donor hits their first anniversary, an alert in Salesforce prompts the fundraising team to send a handwritten card expressing their thanks.

The team can now also be more specific about how it has allocated an individual supporter's donations – an increasingly important capability in the charitable sector.

Trailblazers

These are just a few of the Trailblazers who embrace change and drive innovation with Salesforce.

Learning for free on Trailhead has helped me get an amazing job and feel confident to try new things.

Lauren Dunne
SALESFORCE EVANGELIST

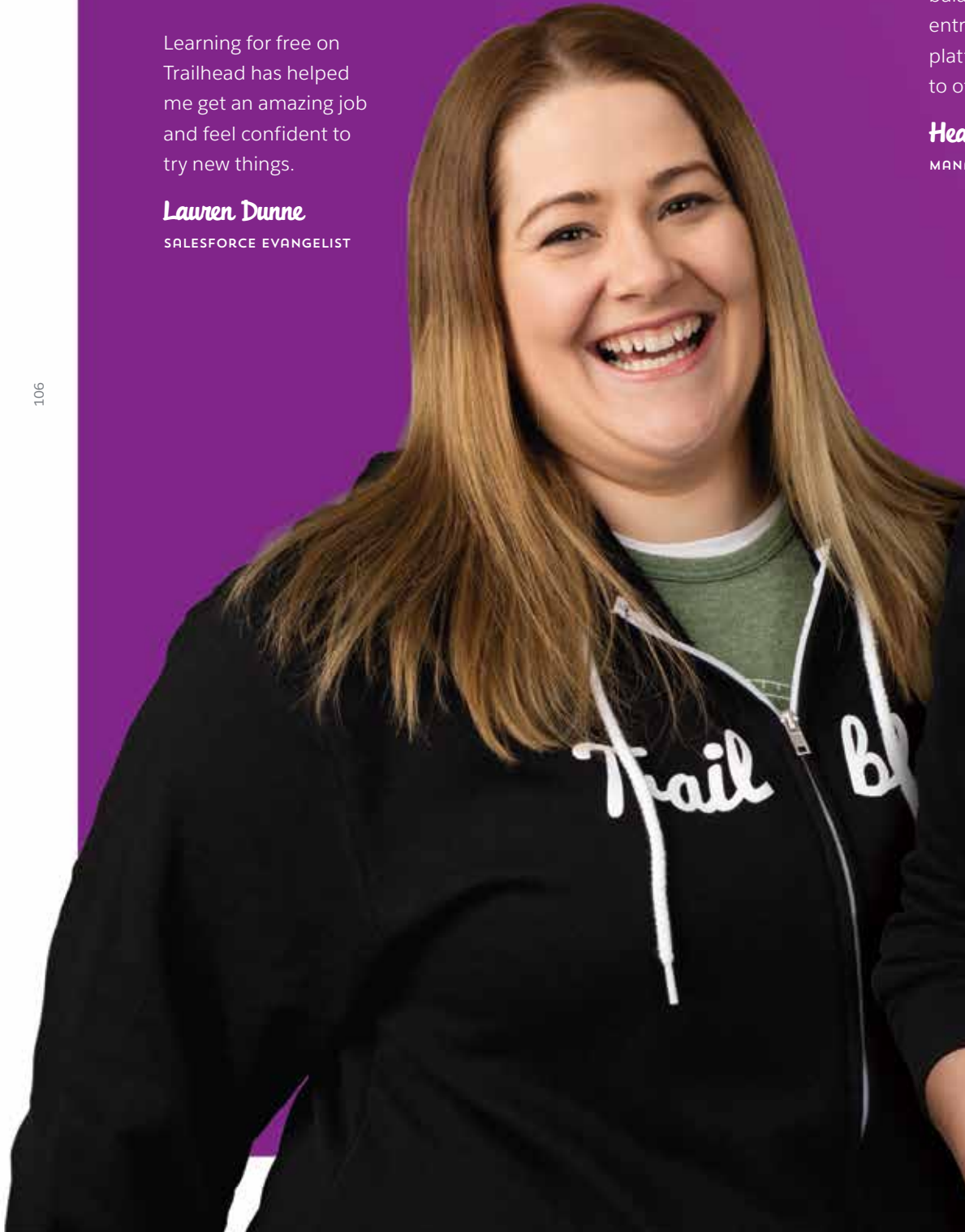
Salesforce gave me the freedom to build work-life balance as a mom and entrepreneur, and the platform to pass it on to others.

Heather Black
MANAGING DIRECTOR



Learning Salesforce made me realize the platform has the power to change careers and lives.

Gemma Emmett
FOUNDER AND CEO





I KNOW I HAVE

PERMISSION TO PRIORITIZE

WORK-LIFE BALANCE AND FAMILY.



I know I have permission to prioritize work-life balance and family. I want to be at my best each day, but I can't do that if I'm burnt out or over-stressed. In addition to offering great wellness programs, Salesforce encourages me to give back with 56 paid hours a year to volunteer in the community – it's a great way to unwind and get some perspective back.

ROWAN CLANCY, RODÍ O'LEARY, JACQUI QUAIL



I SUDDENLY BECAME FAMOUS

IN MY NATIVE BULGARIA AS THE FIRST BULGARIAN WOMAN TO SPEAK AT SUCH A BIG CONFERENCE.



RIKKE HOVGAARD, RADOŠLAVA RADKOVA, NICOLAS PREVOST, SAJID KALOOJI



Joining Salesforce has completely changed my world and made me realize that I can make a positive impact. It all started my first year at Salesforce when my Dreamforce presentation on AI and Einstein Platform Services was approved. I suddenly became famous in my native Bulgaria as the first Bulgarian woman to speak at such a big conference. Everyone in the small town where I was born was very proud of me, and they were congratulating my parents. Despite living and working in London, I know I can make a change in the small town and community where I come from – a place where everything has stayed the same for years, where children aren't motivated to study because they don't see any opportunities and give up on their dreams. I would like to change that, and as a start I volunteered to fundraise for a new computer lab in the local school of my hometown.





TEJASWI ATTOTA, AIBHÍN AUSTIN

THE DIFFERENT TRAININGS YOU CAN TAKE ARE GREAT OPPORTUNITIES TO BECOME

A BETTER PERSON.



Salesforce's values are close to my heart. When I first joined, it was easy for me to blend in, adapt, and promote the company with such pride and confidence.

The different trainings you can take – like Emotional Intelligence, Unconscious Bias, etc. – are great opportunities to become a better person. They've had a positive impact on my professional and personal life.



MY JOB IS **EVERYTHING I'VE ALWAYS WANTED.**



THOMAS BAMBOROUGH, SALLY NOWROOZI, SACHIN PATEL



My job is everything I've always wanted. I get the pleasure of consulting with world-class companies on their customer experience strategies and showing them how they can use the technology to support their business goals. In this day and age, we are no longer limited with technology, but with imagination, and I get to ideate with the most incredible chief experience officers (CXOs). The most rewarding part is using the experiences you have designed.





REAL ESTATE AND WORKPLACE SERVICES **IN GOOD COMPANY**

We kicked 2019 off with the announcement of an all-new Salesforce Tower in Dublin, bringing with it a commitment to add 1,500 new jobs and a \$1 million grant to Educate Together, an equality-focused charity in Ireland. Located on the River Liffey, the design of four interconnected buildings will bring our employees together as one Ohana, on a beautiful new campus. In London, Big Ben's famous clock tower also has a new neighbor with the opening of our Ohana Floor in Salesforce Tower. Like our other Ohana Floors, London's has sweeping views and welcomes charitable and NGO organizations to hold meetings and fundraisers after hours. These one-of-a-kind spaces have helped charities raise over \$5.6 million, and that may be the best view of all.



1: Prime Minister of Ireland Leo Varadkar introduces the Dublin Tower. 2: View from the London Ohana Floor. 3: Our kitchen and lounge in London. 4: Breaking ground in Dublin. 5: London Tower lobby fish tank.

6: London Mayor Sadiq Khan and Jayne-Anne. 7: In the Dublin social lounge. 8: London's rainbow-trim staircase. 9: A St. Patrick's Day celebration. 10: Chefs on an Ohana Floor. 11: Opening the London Ohana Floor in style.



UNITED KINGDOM & IRELAND

ACCOLADES

#1

GREAT PLACE TO WORK
"U.K.'S BEST
WORKPLACES"

#3

GREAT PLACE TO WORK
"BEST WORKPLACES
IN IRELAND"

Bono and Jagger aren't the only rock stars in UKI; our Salesforce employees rock, too. Thank you for paving the way to these honors.





CONTINENTAL EMEA

How about this: Employees in Continental EMEA clocked approximately 205,000 volunteer hours in FY20 – 23,000 of which were for pro bono projects.

Customers.....	118
Partners & Nonprofits	120
Trailblazers.....	122
Employee Heroes.....	124



WE MADE THE DECISION NOT TO ROLL OUT ANY SPECIFIC DEVELOPMENTS BUT, INSTEAD, TO RELY ON THE SALESFORCE PHILOSOPHY TO IMPROVE OUR PROCESSES. THAT WAY, WE COULD START FROM A PRACTICAL CASE, A SPECIFIC BUSINESS ISSUE, AND LOOK AT HOW SALESFORCE COULD HELP US MEET THAT DEMAND.

Thomas Creniaut
DIGITAL LEAD, EUROPE

ESSILOR



Sophie Cartal
IT Engagement Solutions Head

Thomas Creniaut
Digital Lead, Europe



NONPROFITS

UNHCR

The United Nations High Commissioner for Refugees (UNHCR) is dedicated to saving lives, protecting rights, and building a better future for refugees, forcibly displaced communities, and stateless people around the world. Today, there are 70.8 million forcibly displaced people worldwide whom UNHCR is helping to restart their lives, and its efforts have been rewarded with two Nobel Peace Prizes.

Financial contributions from governments around the world make up around 86% of UNHCR's income. As its remit has grown, so too have its costs; the annual budget reached a new high of \$8.6 billion in 2019. To plug the funding gap, the organization is working more closely with private sector partnerships, companies, institutions, and individuals.

With revenue coming from multiple sources, UNHCR needs to build closer relationships with private donors and track how money is being spent. UNHCR has used Salesforce since 2014 to help manage the private donor lifecycle – from lead generation to ongoing personalized communications. It also uses the platform to process one-off and recurring payments in multiple currencies.

Unlike many nonprofits, fundraising is very much a global affair for UNHCR, which means it needs to ensure that colleagues from fundraising offices around the world remain connected. Deploying new capabilities, founded on Service Cloud, Sales Cloud, and the Nonprofit Success Pack, will not only enrich team collaboration but also deliver greater efficiencies.



Salesforce lets us quickly address ever-changing needs, so donations go to those who need it most.

Jesse Hoosemans
SOLUTION ARCHITECT, UNHCR

NONPROFITS

FONDAZIONE PER L'INFANZIA RONALD MCDONALD ITALIA

More than 70,000 seriously ill children in Italy have to move to another town or city every year to receive the best possible hospital care. Families that find themselves going through such a traumatic experience can get considerable support from Fondazione per l'infanzia Ronald McDonald Italia – the Italian arm of the international nonprofit organization Ronald McDonald House Charities.

Each year, the Fondazione helps 2,700 children and their families in three different ways. It offers them accommodation in its Ronald McDonald Houses, which are located near the major pediatric hospitals (in Brescia, Florence, and Rome). Secondly, the Fondazione invites them to use its Family Rooms, which provide a welcoming sanctuary within the pediatric wards of two of Italy's major hospitals – in Bologna and Alessandria. Thirdly, it ensures the children have access to the "Hospitality à la Carte" program, in which volunteers visit the children and share a range of items – like games, books, and snacks – to make them feel more comfortable during their time in the hospital.

To be in a position to help an ever-increasing number of children and families, the Fondazione needs to grow. Its growth strategy revolves around making the most of every contact opportunity to increase the contributions it receives from individual donors. Salesforce is helping it with this initiative, and the results so far are astonishing: In 2018, donations doubled compared to those of the previous year.

The Salesforce volunteers are our guardian angels. I see them as part of our team.

Marianna Pucciarelli
INDIVIDUAL GIVING MANAGER,
RONALD MCDONALD HOUSE



Trailblazers

These Trailblazers are using the Salesforce Platform to embrace change and drive innovation.

I googled "best jobs of 2017" looking for better work and pay. Salesforce popped up, Trailhead got me hooked, the Trailblazer community welcomed me, and the rest is history.

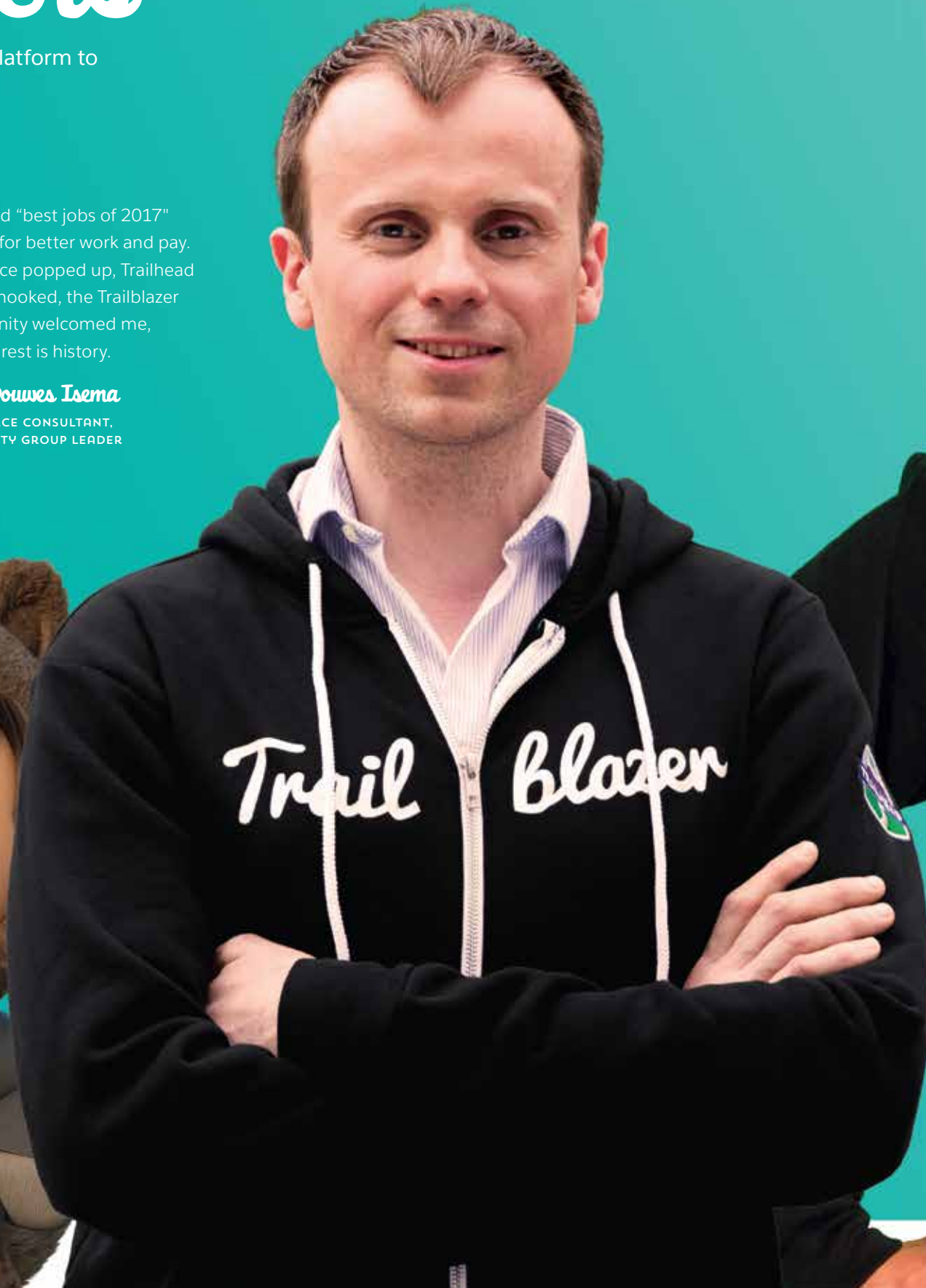
Jurn Douwes Isema

SALESFORCE CONSULTANT,
COMMUNITY GROUP LEADER

Salesforce always delivers innovation through the platform, and Trailblazers bring that innovation to the world.

Fabien Taillon

CHIEF TECHNICAL OFFICER,
SALESFORCE MVP,
COMMUNITY GROUP LEADER





OUR VALUE OF
**CUSTOMER
SUCCESS**
INFORMS EVERYTHING WE DO.

Our value of customer success informs everything we do as a team. Every day, we try to live up to this high standard. It keeps us on the cutting edge and makes us want to do what is best for others, thus making us better people both personally and professionally.



BING MALETZ, AISHWARVA TIWARI



IN 16 YEARS AT SALESFORCE,

I HAVE WORKED IN 11 ROLES, IN FOUR DIFFERENT ORGANIZATIONS, IN 20+ OFFICES, ACROSS TWO CONTINENTS.

FRANK ENGELHARDT, ALISSA BIRKENDAHL, KATJA SOMMERFELD, TIM SCHWIETAL



After more than 16 years, my time at Salesforce makes up not only the majority of my professional experience but also the most fun and rewarding. I have worked in 11 roles, in four different organizations, in 20+ offices, across two continents. It has been a fabulous journey which I have been able to evolve alongside my changing life and career priorities. I am very grateful to be able to work at a company where that is possible.



I AM PROUD TO WORK FOR A COMPANY THAT ENCOURAGES ME

TO BRING MY AUTHENTIC SELF TO WORK.



Salesforce allows me to fully live out my values both in and out of the office. I am proud to work for a company that encourages me to bring my authentic self to work. This allows me to be truly invested in my work relationships and to give the best of myself.



PATRICE GARNIER, MANON BOUCHARD, VANESSA FIERES, LIONNEL PAGLIA, OLIVIER GIRAUD

THE FUTUREFORCE GRADUATE PROGRAM
ENCOURAGES US TO USE 20% OF OUR

TIME FOR SELF-DEVELOPMENT.



128

OSKAR ROERBYE ROENN, INDIRA VANHULLE,
NATHALIE NØRSKOV PEDERSEN



In just a year at Salesforce, I've already learned so much. My manager has put a lot of trust in me, helping me gain confidence and take on more responsibility. The Futureforce Customer Success Graduate program also encourages us to use 20% of our time for self-development, which is an invaluable opportunity.

THE GREATEST WIN POSSIBLE IS

IMPROVING THE CUSTOMER EXPERIENCE.

Recently, we transformed one of the features in our products, and we received feedback from a customer saying that it made a difference and solved an issue that they have been experiencing. I think the greatest win possible is improving the customer experience in a way that the customer really notices and values.





REAL ESTATE AND WORKPLACE SERVICES ROOM FOR GROWTH

We expanded this past year by opening the doors to a second office space in Paris and acquiring a new office in Nazareth, our fourth space in Israel. Outfitted with our Salesforce design standard, they'll have social lounges, a wide-range of seating options, mindfulness zones, parent's rooms, and more. These new spaces break down communication barriers, inspire creativity, and set up our Ohana to do the best work of their lives.



1: Hanging out in the Paris social lounge. 2: The Alps in full view from the Munich office. 3: The Germany Ohana unwinds on the grass. 4: Breaking up the day with some ping-pong. 5: Our floor expansion in Madrid.

6: Whiteboarding in the Tel Aviv Datorama office. 7: A little friendly foosball in Amsterdam. 8: Taking in an Eiffel-y nice view from the Paris office. 9: Volunteering outside the Munich building.

CONTINENTAL EUROPE, MIDDLE EAST, & AFRICA

— ACCOLADES —



#3

GREAT PLACE TO WORK
“BEST WORKPLACES IN
THE NETHERLANDS”

#4

GREAT PLACE TO WORK
“BEST WORKPLACES
IN GERMANY”

#1

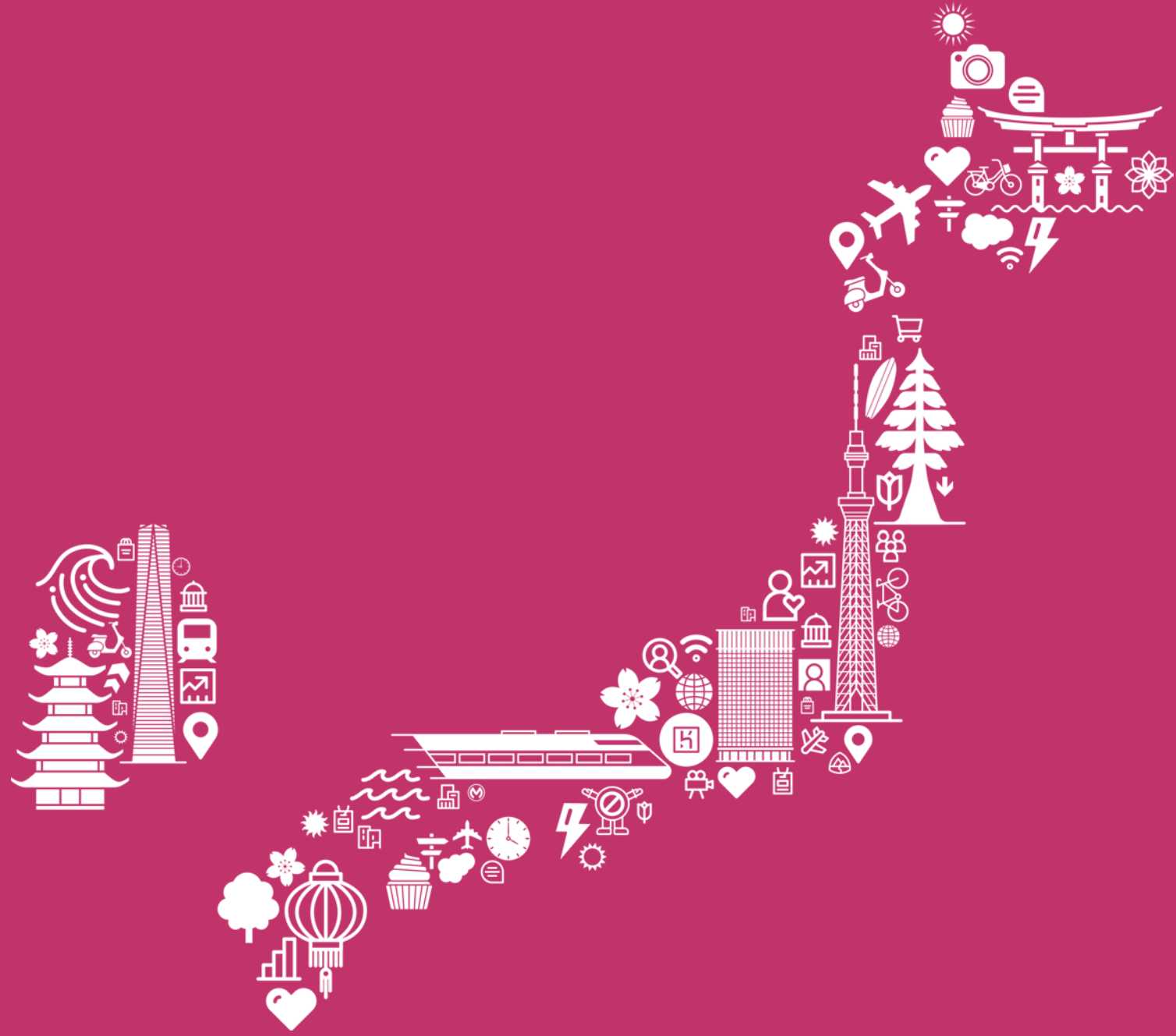
GREAT PLACE TO WORK
“BEST WORKPLACES
IN EUROPE”

#1

GREAT PLACE TO WORK
“BEST WORKPLACES
IN FRANCE”

We couldn't have ranked so high on these lists without
our Ohana. We're grateful for your dedication.





JPN/ KOR

Trivia: Japan was home to our first international office. Do you know where it all began?

- Customers 136
- Partners & Nonprofits 138
- Trailblazers 140
- Employee Heroes 142

Answer: Salesforce Japan opened for business in Shibuya in 2000, just one year after the company was founded in San Francisco.

ISETAN MITSUKOSHI
ELEVATES SHOPPING
with SALESFORCE.



THROUGH THIS PLATFORM, WE ARE ABLE TO CONNECT EVERY STORE AND EVERY FLOOR BOTH ONLINE AND OFFLINE. WE WISH TO UNDERSTAND OUR CUSTOMERS AND OFFER EACH OF THEM AN IDEAL OPTION — A TRULY CUSTOM-TAILORED EXPERIENCE. THAT'S WHAT WE'RE STRIVING TO ACHIEVE.

Toshihiko Sugie

TOSHIHIKO SUGIE, PRESIDENT & CEO



ISETAN MITSUKOSHI HOLDINGS



Toshihiko Sugie
President & CEO

Shota Kondo
General Manager, Seamless Commerce Dept.

Shunsuke Takii
Merchandising Headquarters

Erisa Iwashita
Lead Merchandiser, DROBE Inc.

WILLER
GIVES CUSTOMERS A BETTER JOURNEY
with SALESFORCE.



OUR VISION IS TO PROVIDE VARIOUS TRANSPORTATION SOLUTIONS TO ALL TRAVELERS. WILLER ANTICIPATED THE CUSTOMER NEEDS FROM THE START. AND WE ACT TO REALIZE EVERY TASK. THE FOURTH INDUSTRIAL REVOLUTION WILL UNDOUBTEDLY CHANGE TRANSPORTATION.

Hideaki Yokomizo

DIRECTOR



Katsushi Shukuya
Executive Officer

Hideaki Yokomizo
Director

Mari Fukumoto
Ecommerce Department

NONPROFITS

ACE

Action Against Child Exploitation (ACE) is a 20-year-old Japanese NGO committed to creating a world where children and youth can shape their lives freely. The organization seeks to solve the issue of child labor by mobilizing governments, corporations, general citizens, and other stakeholders. There are an estimated 152 million child laborers worldwide, and almost half of them work in hazardous labor conditions. Since 70% of those child laborers work in agriculture, ACE focuses on industries such as cocoa in Ghana and cotton in India to make the most significant possible impact.

A global effort like this yields mountains of essential data. Using Salesforce, ACE has been able to centralize and manage all of that information. As a result, it can easily collect, share, and utilize it within the organization, becoming more productive and positively impacting thousands of children's lives.

Salesforce, the 1-1-1 model, and the user community have all changed my life. Recently, I became a leader of a nonprofit Salesforce user group, which has expanded my role in our organization. With Salesforce, I believe that we can make the world a better place.

Mihoko Yamashita
CHIEF OF PR & ENGAGEMENT, ACE



Because of Salesforce products, we've increased productivity which directly benefits the children.

Mayumi Kwibayashi
INFORMATION AND COMMUNICATIONS TECHNOLOGY PLANNER, NPO AFTERSCHOOL

NONPROFITS

NPO AFTERSCHOOL

NPO Afterschool's mission is to improve the environment of school-age children and families through after-school activities. The organization provides fun activities that foster a child's creativity, helping them realize that anything is possible regardless of their social standing.

NPO Afterschool collaborates with many stakeholders (beyond just parents and children) on its programs – such as partner businesses and volunteer supporters. The organization manages all the information and personal data of every stakeholder within Salesforce. And Salesforce grants help NPO Afterschool provide STEAM and inquiry-based learning opportunities to more than 10,000 children.

By utilizing Salesforce, NPO Afterschool has increased operational efficiency and can more easily visualize its data, which means it can allocate more resources directly to the children.

Trailblazers

Afraid of change? Not these Trailblazers. Using the Salesforce Platform, they're embracing it and driving innovation.

Trailhead helped me achieve a great career change. I now work in business strategy, where I combine my business thinking skills with technical ability.

Hikaru Takita
BUSINESS ANALYST



The Trailblazer community has had a huge impact on my career. I can always ask questions to get quick help, and I love meeting new friends at community group meetings.

Yuka Sato
SUB LEADER



The joy I find myself having on Trailhead reminds me of when I first started learning to code over 10 years ago.

Sadahiro Suzuki
SALESFORCE EVANGELIST





WE'RE ENCOURAGED TO
**LOOK FOR WAYS
 TO BRING VALUE**
 TO THE ENTIRE SALESFORCE ECOSYSTEM.



Sales can be a one-person job, but not at Salesforce. We know that we can deliver the best possible results when we're working together as a team to focus on what's best for the customer. Meeting your monthly target is not all there is – we're encouraged to look for ways to bring value to the entire Salesforce ecosystem. That focus, and making an impact, is what gets me excited about coming to work every day.

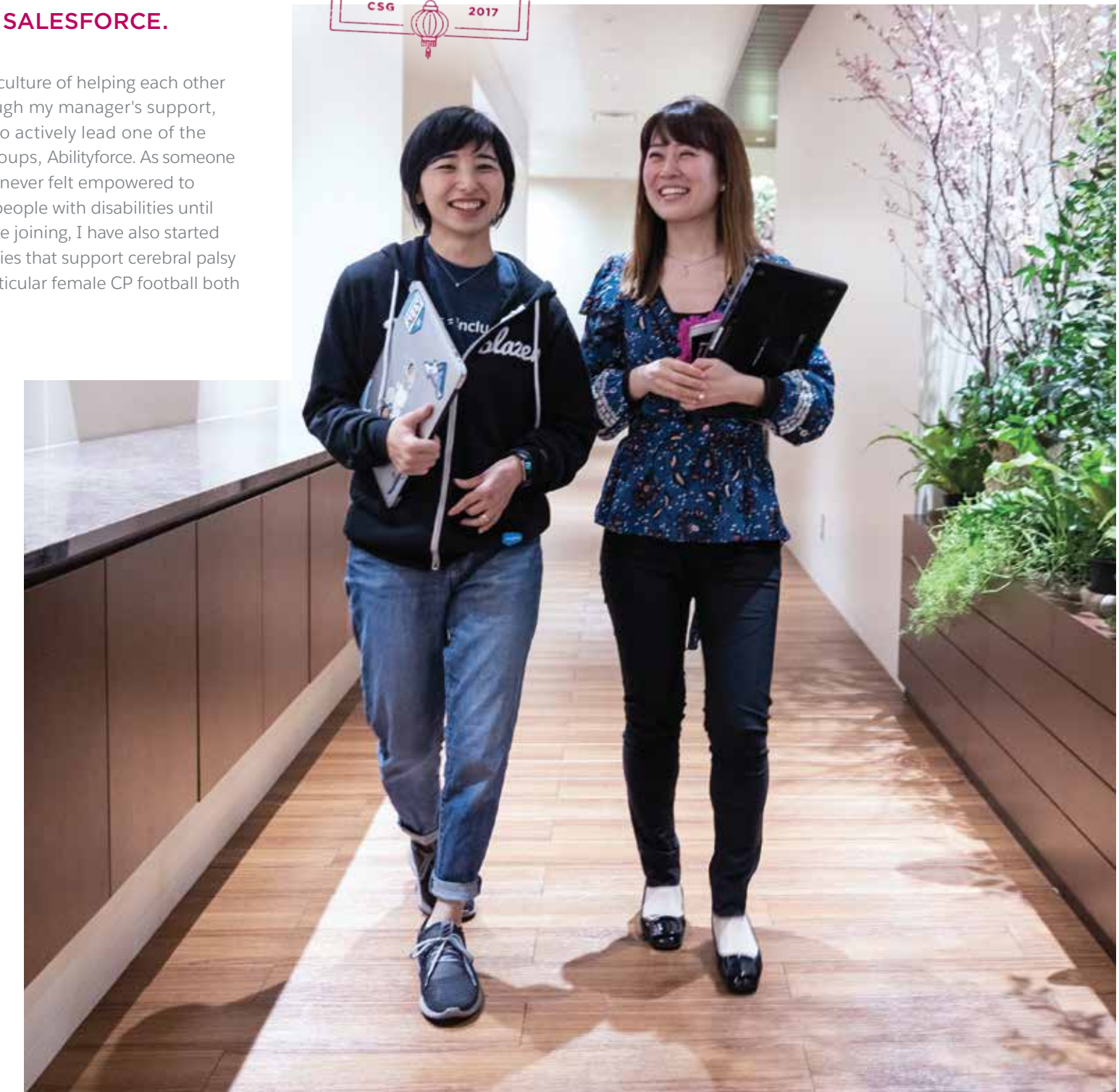


SUN HO KIM, JOHN CHA, JEONG YON ALEX KIM

I NEVER FELT EMPOWERED
 TO EVANGELIZE
**SUPPORT FOR
 PEOPLE WITH
 DISABILITIES**
 UNTIL I JOINED SALESFORCE.



We have a culture of helping each other here. Through my manager's support, I am able to actively lead one of the equality groups, Abilityforce. As someone with a disability myself, I never felt empowered to evangelize support for people with disabilities until I joined Salesforce. Since joining, I have also started to get involved in activities that support cerebral palsy (CP) football and in particular female CP football both in Japan and globally.



MAI OHTA, YUKI KAKIGAHARA

I FEEL LIKE

I CAN ALWAYS BE HONEST

AND ASK FOR SUPPORT WHEN I NEED IT.



KIE USUI, SAYAKA IKEUCHI, GO MIZUSAWA



Salesforce provides me with an environment to grow. Our Sales Enablement team is always there to help Account Executives succeed. I feel like I can always be honest and ask for support when I need it! That kind of transparent collaboration is how we can be the best possible partner for our customers.

IT WARMS MY HEART

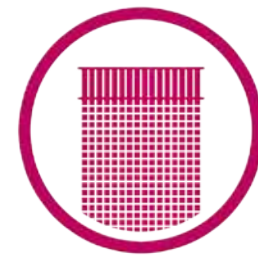
WHEN I LOOK UP AND SEE MY SALESFORCE FAMILY IN THE STANDS SUPPORTING ME.



YURI KAWABATA, CHIKARA ITO, MICHELLE ZHAN



In 2015, I lost my arm in an accident. After I recovered, I ended up moving to Tokyo and got a job at Salesforce. Now I'm actually training in Taekwondo for the 2020 Summer Paralympics in Tokyo! It warms my heart when I look up and see my Salesforce family in the stands supporting me. We're truly a family here.



REAL ESTATE AND WORKPLACE SERVICES **WATERSIDE HARMONY**

We're thrilled to build on one of our cornerstone locations with Salesforce Tower Tokyo. The tower will be located at the Nippon Life Marunouchi Garden Tower in the heart of the vibrant Marunouchi neighborhood, where we've leased all office space in the mixed-use building. Connected to the Tower is direct access to public transit and right on our doorstep is one of Japan's most iconic landmarks, the Imperial Palace and Gardens. As part of the expansion and to further support our customers in Japan and Korea, we will also be adding 2,000 new jobs in Japan over the next five years, more than doubling our employee base in the region.

1: Marc at the Tokyo Tower announcement with musician Yoshiki. 2: Japan employees throw up the X for Yoshiki. 3: The feel of nature in our Tokyo hallways. 4: Break time on the steps.

5: Teams congregate in the Tokyo office. 6: Hanging with our mascots in Japan. 7: Yoshiki performs for the Ohana. 8: Making cards for kids at the Tower opening event.

JAPAN & KOREA

ACCOLADES

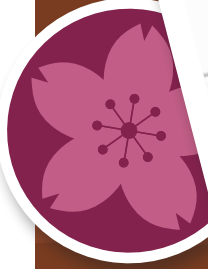
#1

GREAT PLACE TO WORK
"BEST COMPANIES TO
WORK FOR IN JAPAN"

#2

ON THE VORKERS' LIST OF
"BEST WORKPLACES
IN JAPAN"

What a year it was! Our hat is off to our employees in Japan and Korea for doing the work that led to such honors.





APAC

Did you know? In FY20, Salesforce Asia Pacific partnered with Volunteer Building Cambodia to build over 200 homes.

- Customers.....152
- Partners & Nonprofits154
- Trailblazers.....160
- Employee Heroes.....162



FOR THE FIRST TIME, WE HAVE EVERYBODY COLLABORATING ON THE SAME PLATFORM FOR THE BENEFIT OF OUR CUSTOMERS, AND WITH THE USE OF EINSTEIN, WE'RE ABLE TO FOCUS ON THE THINGS THAT REALLY MATTER.

Mirko Gripp
DIGITAL ENABLEMENT PRINCIPAL



Nick Collins
President, Telstra Americas

Gomathi Kota
Product Enablement Lead

Mirko Gripp
Digital Adoption Principal



NONPROFITS

ASHRAY AKRUTI

Ashray Akruti is a nonprofit organization in Hyderabad, India, that works for children with hearing impairments. The organization strongly believes in the potential of people with different abilities and envisions a society where people with disabilities lead a life as equal citizens. The nonprofit runs a school, a multimedia and animation training center, and a health center.

Over the last three years, Salesforce employees have volunteered more than 4,500 hours with Ashray Akruti. They provided pro bono support, facilitated coding classes and STEM learning, raised funds, and volunteered with the mobile hearing clinics.

Salesforce also employed two alumni of Ashray Akruti (Abhinay and Jupiter) as interns in 2018. Both had bachelor's degrees in engineering but were struggling to find mainstream job opportunities. Our volunteers, with the help of a training partner, trained Abhinay and Jupiter in Salesforce administrator skills. On their second day, they were on stage addressing all of our India leaders at Lead India (a two-day leadership conference). They are now Admin 201 certified and are gearing up for a new role at Salesforce.

The pro bono solutions developed by Salesforce volunteers help us digitally record patient history at our mobile hearing clinics and track patient progress systematically.

DPK Babu
FOUNDER, ASHRAY AKRUTI



Salesforce has been one of our valued partners in our endeavor to realize our vision that no child is deprived of education because of hunger.

Sundeep Talwar
CHIEF MARKETING OFFICER,
THE AKSHAYA PATRA FOUNDATION

NONPROFITS

THE AKSHAYA PATRA FOUNDATION

Akshaya Patra runs the largest mid-day meal program in the world and is on a mission to end classroom hunger in India. In its 19 years, the foundation has served cooked food to approximately 1.8 million children in schools across the country. Now, even as the number of students increases, the Akshaya Patra Foundation has not lost sight of its core principle: serving tasty and nutritious food to children. Today, Akshaya Patra has 51 kitchens spread across 12 states and two union territories of India.

The mid-day meal scheme has become a great incentive for children to come to school. As, more often than not, the mid-day meal is the child's only meal for the day, parents prefer to send their children to school. Because of this program, there has been an increase in classroom attention, improvement in subject grades, and increased socializing in schools. Akshaya Patra uses Salesforce CRM for all fundraising activities. Since implementing Salesforce, Akshaya Patra has found it easier to manage the donor database and generate receipts, leading to an increase in fundraising productivity and cost savings.

The best thing about working with Salesforce is Trailhead. You can learn for free, and in doing so discover ways to get more and more out of the platform. I am addicted to Trailhead and look forward to what I can learn tomorrow.

Jessica Macpherson
CEO AND FOUNDER, ST. KILDA MUMS



NONPROFITS

ST. KILDA MUMS

St. Kilda Mums Inc. is a group of more than 2,000 volunteers who work to rehome essentials like cots, prams, car seats, and baby clothes. Its vision is for a future where humans waste less, share more, and care for every child. St. Kilda Mums Inc. looked to Salesforce's technology and support to deliver on this vision in the most efficient way.

Today, St. Kilda Mums Inc. works with support agencies to meet the needs of families across Victoria. It manages multiple warehouses and operates under three brand names – St. Kilda Mums, Geelong Mums, and Eureka Mums – and runs frequent campaigns for the donation of goods and money.

Salesforce helps the charity and its volunteers manage its inventory and requests from social workers. It's also streamlined fundraising and tracking donor and donation data, and automatized routine tasks such as sending thank you notes.

Using Conga Composer from AppExchange, St. Kilda Mums can even create personalized gift certificates for those donating in honor of a special occasion. It's as simple as clicking a button, which the team can do from anywhere using the Salesforce app.

Caritas Australia partnered with Deloitte and Salesforce to become a digital nonprofit. Now, our big heart for social justice is empowered by streamlined donor management, and the return on investment on our collaboration with Salesforce was achieved in only one-and-a-half years.

Rocky Naickar
CHIEF FINANCE AND OPERATIONS OFFICER



PARTNERS

DELOITTE + CARITAS AUSTRALIA

Caritas Australia is the Catholic Agency for International Aid and Development in Australia and is part of Caritas Internationalis, one of the largest development networks in the world. We believe in a world in which children, women, and men most vulnerable to extreme poverty and injustice have the right to a life of peace, prosperity, and security.

The organization recently foresaw a period of major challenges, with successive Australian government cuts to the national aid budget, including a 30% cut in funding over four years and, as ever, a crowded charity market. Caritas also had major technological challenges, using an antiquated 18-year-old customer relationship management (CRM) system.

By partnering with Deloitte and Salesforce, Caritas Australia launched an extensive digital transformation, matching its inspiring mission with effective systems by building a new system with a 360-degree view of the donor. The new architecture enabled strategic innovations by employing scalable evaluation platforms.

These new processes cut fundraising administration costs, increased the donor base, and prolonged donor retention. Overall Caritas saw a 5% reduction in infrastructure costs. In the first six months after launching its Salesforce system, it saw a 26% increase in donor retention. New recurring donors have also increased 13% year over year.



NONPROFITS

AUSTRALIAN SCHOOLS PLUS

This year, Salesforce and Australian Schools Plus teamed up for the second annual Collaboration Forum. For the Forum, Schools Plus and Salesforce brought five Schools Plus coaches and 43 teachers and principals from disadvantaged primary and secondary schools all over the country to Sydney. For two days, they focused on building their ability to reach the kids and other teachers in their schools, to teach and promote the teaching of STEM skills and mindsets.

Schools Plus' relationship with Salesforce began with a small-scale partnership in 2015 and has grown from there. Salesforce's support includes financial assistance to do things like purchase new technology or provide professional development for teachers, plus the volunteering time of the Salesforce team for activities like coding workshops for students of all ages.

An example of the benefits of the relationship is the partnership between Salesforce and Wyndham Park Primary in Melbourne. The school introduced robotics to its Year 5 and Year 6 students and got children involved in the FIRST LEGO League Tournament. A few years later and Wyndham Park Primary is now the regional leader for the LEGO League in its network of schools.

This partnership has brought about real change for our students.

Laban Toose
PRINCIPAL, WYNDHAM PARK PRIMARY

NONPROFITS

CAREERTRACKERS

CareerTrackers is an Australian nonprofit committed to creating pathways and support systems for aboriginal and Torres Strait Islander young adults to attend and graduate from university with high marks, industry experience, and bright professional futures. In 2017, 1.5 million students were studying at university in Australia. However, just 17,000 were indigenous and only 391 were studying information technology.

In 2019, Salesforce and CareerTrackers teamed up for the inaugural Indigenous Tech Bootcamp Week to engage indigenous Australian students in starting careers in technology, helping to craft the future, and bringing these skills back into their communities.

To help them on their journey, Salesforce brought in people from across the company to teach them about how it works – from identifying their values to creating a V2MOM and working through Trailhead. Salesforce's Talent Development team created a full day of training, including the MBTI (Myers-Briggs Type Indicator) program as well as the Influencing Skills workshop. Students also met with the Salesforce Partner Community on how they operate within our ecosystem. In addition, they heard personal stories and advice from leaders in the indigenous community and the Salesforce leadership team. The week culminated in a full-day Design Thinking Workshop to help the students develop their ideas.

Together CareerTrackers and Salesforce are embarking on a bold mission to inspire a generation of indigenous Australians to pursue careers in technology and business to define the future of our nation.

Michael Combs
CEO AND FOUNDER, CAREERTRACKERS



Trailblazers

Change happens. And by using the Salesforce Platform, so does innovation – driven by Trailblazers like these.

I've gone from barber to solution architect thanks to Trailhead and certifications that validate my mastery of in-demand tech skills.

Rupesh Bhatia

SALESFORCE
SOLUTION ARCHITECT,
SALESFORCE MVP

The journey of a Trailblazer is about coming full circle. Learning, growing yourself, then giving back to help others in the community succeed.

Rebecca Aicholzer

HEAD OF BUSINESS SYSTEMS SUCCESS,
COMMUNITY GROUP LEADER





WE'RE TRUSTED TO
**THINK OUTSIDE
THE BOX**

AND ACHIEVE SOLUTIONS
FOR OUR CUSTOMERS.

Salesforce encourages us to look for new ways to do things. If we see a problem, we can provide our own recommendation even if it's not the traditional answer. We're trusted to think outside the box and achieve solutions for our customers.



CHRISTIAN GORTON, SHIVA ALIMARDANI, STEVEN MA



TRUST IS OUR NUMBER ONE VALUE

NOT ONLY WITH OUR CUSTOMERS, BUT ALSO WITH EMPLOYEES.



SANDEEP VADLAMUDI, KRANTHI BADDEPURI



I really love the culture here. Trust is our number one value not only with our customers, but also with employees. I can be confident that every organization and team has smart people with great ideas.



HAVING A CULTURE OF OPEN AND TRANSPARENT FEEDBACK

HERE ENCOURAGES CONTINUOUS IMPROVEMENT.



What drew me to Salesforce was the opportunity to work with some of the most passionate and talented professionals in my industry. Having a culture of open and transparent feedback here encourages continuous improvement, empowers me to be creative in my ideas, and brings my best self forward. We also have a great talent development program that helps to support my personal and career growth.



SIDDHATTHAN SEKHER, JANEL MISALUCHA, CELINE ONG, HAN RU TEO



ALL AROUND MY DESK

ARE PEOPLE SPEAKING THAI, VIETNAMESE ...

Our Singapore workforce comes from all over the world. We hire people who are fluent in the local languages of the markets we are servicing, so all around my desk are people speaking Thai, Vietnamese, Indonesian, Cantonese, Mandarin, and more. This tapestry of expats makes work very fulfilling.



PAULO DELA CRUZ, SANDY TSENG, ANGEL CHENG, CHRISTOPHER SAMBRANO



I AM **PROUD TO BE AN ALLY** OF THE LGBTQ COMMUNITY.



I greatly value Salesforce's commitment to equality! I admit I was not very knowledgeable about the LGBTQ community before I joined the company. Since then, I've been amazed by how we create opportunities to learn from each other at events like equality panels, Hyderabad Queer Swabhimana Yatra, and more. Now, I am proud to be an ally of the LGBTQ community and am committed to being an advocate in my community.



(CLOCKWISE FROM TOP) YUKTI TULSYAN, TEJASWI ATTOTA, DEVESH KUMAR, NISHA SINGHAL, SRICHANDANA NAGOJI, ANKIT GUPTA, ANDIGA NAGA RAVITEJA, SWASTICA SINHA



WORKING HERE ALWAYS CHALLENGES ME TO
GO BEYOND MY LIMITS
AND ENABLES ME TO GET BETTER EACH DAY.



Salesforce is an extremely fast-paced and agile company. Working here always challenges me to go beyond my limits and enables me to get better each day. The company encourages me to give back to society, take care of myself, and also supports me to enhance my skills and expertise.



RAKESH VISWESWARAIAH, KIRAN KUMAR, SUMI KURIEN

I'VE NEVER WORKED AT A COMPANY THAT'S BEEN SO
SUPPORTIVE AND TRANSPARENT
WHEN IT COMES TO CAREER GROWTH.



JORDAN WHITEHEAD, ANGELICA VENESS, DERRICK VUONG



I've never worked at a company that's been so supportive and transparent when it comes to career growth. I have a fortnightly meeting with my boss to discuss my career plan, and I've been on lots of excellent trainings. I also have open conversations with my boss about other job opportunities and the possibility of becoming a manager.





ROB SMITH, TAHSIN ALAM, MARTA PONS, FELISITAS NIKE WINARTO

MY PHENOMENAL TEAMMATES
GIVE THEIR ALL FOR OUR
**CUSTOMERS'
SUCCESS**
WHICH DRIVES ME
TO DO MORE.



Even after six years, every day feels like my first day because each day I learn something new from my team and colleagues. My phenomenal teammates give their all for our customers' success, which drives me to do more.



SIX MONTHS AFTER JOINING
SALESFORCE, I WAS ALREADY A
**VOLUNTEER
ROCKSTAR.**



Being here is a dream come true. I used to believe in doing good, but never went out there and did any volunteer work. Six months after joining Salesforce, I was already a Volunteer Rockstar and had volunteered more than 56 hours. Salesforce has motivated me to be this person, and now it's a part of me.



NIKITA CHANDOK, YUKTI TULSYAN



REAL ESTATE AND WORKPLACE SERVICES

NEW DIGS

Located in the central business district of Circular Quay, our upcoming Salesforce Tower Sydney will be the tallest building in the city at 53 stories. It will overlook Sydney's famous Opera House and Harbour Bridge. This campus will also set new sustainability standards in the country. In addition to gathering our current employees under one roof, we'll add 1,000 new hires to the region spanning the next five years. We also opened the doors to a brand-new space in Bangalore, which is the first time our Salesforce design standard has been showcased there. We're proud our team has a range of phenomenal spaces to continue to collaborate, grow, and do the best work of their lives.

1: The new office opening in Bangalore. 2: Our classic kitchen aesthetic. 3: Basking in Singapore's iconic architecture. 4: Rangoli for the Hyderabad opening. 5: Team photo on Hyderabad's new floor.

6: Sydney celebrates Christmas in July. 7: Putting our wellness rooms to good use. 8: Turkish ice cream at the Bangalore opening. 9: Lounging around in the kitchen.



ASIA PACIFIC

— ACCOLADES —

#1

GREAT PLACE TO WORK
"AUSTRALIA'S BEST
PLACE TO WORK"

#2

GREAT PLACE TO WORK
"SINGAPORE'S BEST
PLACE TO WORK"

GREAT PLACE TO WORK
ASIA'S BEST
MULTINATIONAL
WORKPLACES

Cheers to our hard-working, fun-loving APAC Ohana
for being recognized as such an awesome place to work.





OHANA@HOME STRENGTH IN NUMBERS

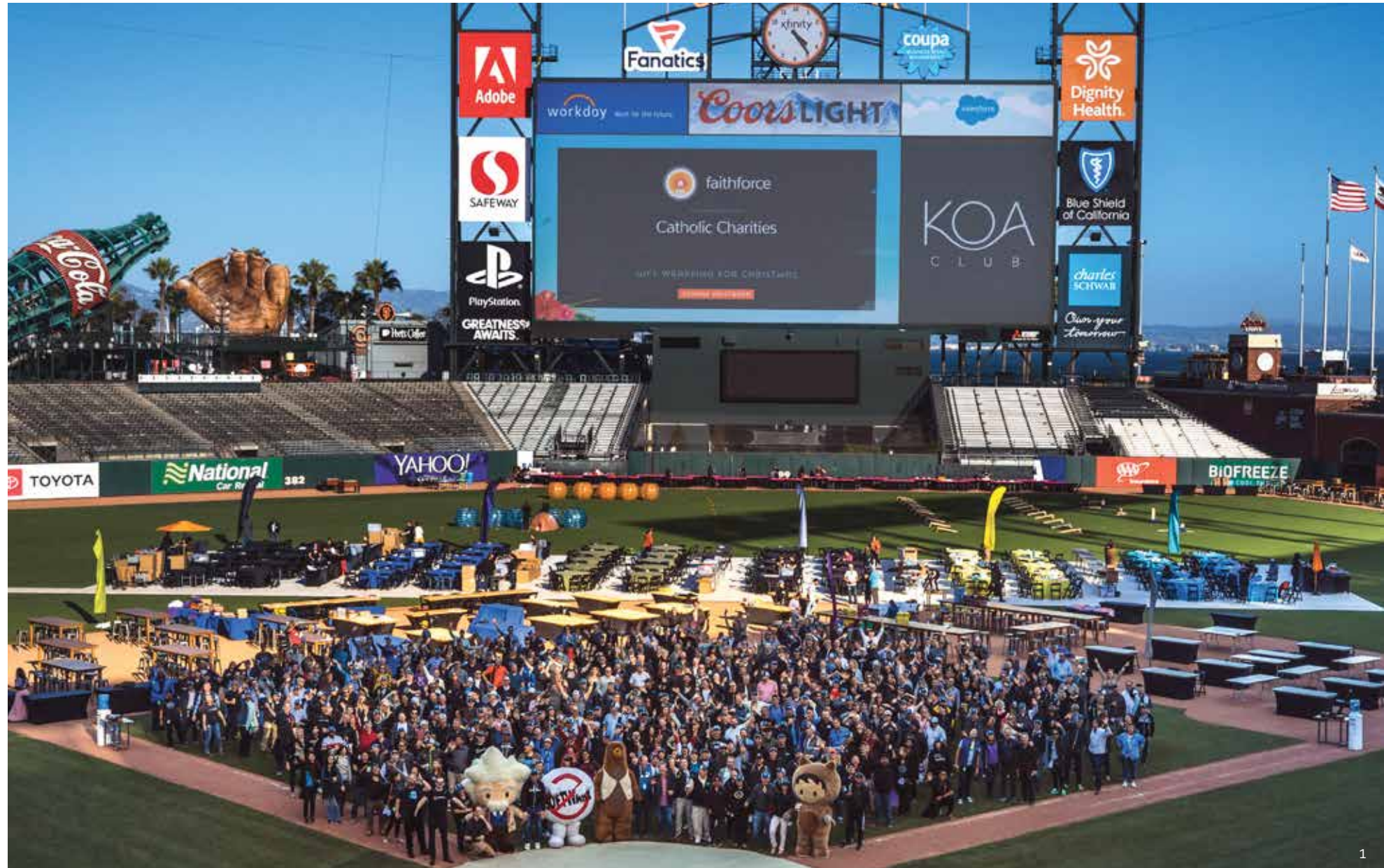


If you took all members of our Ohana@Home, Salesforce's global community of remote employees, and put them into one building, they'd be our second-largest hub. Our 8,000-some worldwide Ohana@Home employees help create customer success from the comfort of their living rooms, local coffee shops, and back patios ... just as if they were based in one of our offices. They connect with each other during virtual town halls, online volunteer events, and at meetups when paths cross. Together, they're shaping the future of work – one home office at a time.



1: Astro's inspirational message of the day. 2: Monthly lunch in Seattle. 3: Home offices can look just like our Salesforce offices. 4: Amanda Nelson, a fearless Ohana@Home guru. 5: When your co-workers show up for lunch.

6: Bringing the San Francisco Tower into the home. 7: Little Ohana@Home in action.



1



2



3



4



5



6



7



KOA CLUB

TOASTING OUR TENURED TALENT

They say time flies when you're having fun. When you work at Salesforce, 10 fast, fun years make you a part of Koa Club. Koa members have persevered through company and industry changes, demonstrating incredible loyalty for a decade or more. To thank them, we create special activities like happy hours, volunteer opportunities, and the annual Koa Club gathering in San Francisco.

1: Koa in the San Francisco Giants' ballpark diamond. 2: San Francisco Giants mascot Lou Seal does some volunteering. 3: Enjoying a performance at City Hall in San Francisco. 4: Photo booth time at the City Hall gala.

5: Koa at The View Lounge atop San Francisco's Marriott Marquis. 6: Koa members attending their executive town hall. 7: Koa Clubbers from Canada with Parker Harris.



FUTUREFORCE FUTURES MADE HERE

The future of business is happening right now, and Salesforce is preparing for it with Futureforce, our global program for interns and recent college graduates who will become tomorrow's changemakers. These fresh Trailblazers get the chance to do meaningful work, across all our different business segments throughout the world. But it's not all work – the program provides participants opportunities to meet senior leaders, volunteer, and build a network while having fun.



1: New grads checking out the sights. 2: Celebrating National Intern Day with our Futureforce squad. 3: Future generations problem-solving. 4: Day 1 means fun with props. 5: Young stars rising up together.

6: One thing Futureforce needs is "more cowbell." 7: Running toward a brighter future. 8: Our Futureforce team out in force at Tokyo pride. 9: The next generation of Trailblazers in Tokyo.



INTERNAL CAREERS

TRANSFORM YOUR EVERYDAY

At Salesforce, we hire the best and brightest – those who crave growth and challenges – and we want them to stay and grow their careers with us. Our Internal Careers team helps make that possible. Whether our employees are adventure seekers looking for a new thrill, mountain climbers with a drive to move up in their teams, or deep divers who desire to hone their expertise, they can blaze their trail right here. When talent and passion intersect, great things can happen.



CHLOË CARTON

Salesforce Account Executive Chloë Carton visualized a new life for herself as she rode the train to the Dublin office. While she loves the lush Ireland landscape, she dreamed of starting her days on a tropical beach.

Today Chloë's commute looks much different. Thanks to her determination and the Internal Careers team's support, Chloë relocated to our Sydney office.

"I hung a sign in my old room that said 'Sydney October 1,' with a list of all the things that I had to do to get get there."

Moving to Australia is just one part of Chloë's transformational journey at Salesforce. She joined us after college in a sales trainee position, and quickly developed the skills she needed to master various roles, ultimately becoming an Account Executive in under three years.

"The best recipe to achieve your goals is to identify very clear steps to get there. And sprinkle that with determination beyond belief."

Chloë's path to success also includes a supportive network. "Surround yourself with a team that you can lean on. Seek out people who can help and ask questions – whether it's above, below, behind, or sideways from where you sit."

At Salesforce, anything is possible if you set your mind to it. There are many miles between Dublin and Sydney, but the path to a new career can be right around the corner.



BUNMI AKINTOMIDE

Does networking intimidate you? Try taking a page from Bunmi Akintomide, Systems Specialists Manager at Salesforce.

Connecting with people can – and should – be fun! "I play basketball every Wednesday morning with other employees. That's actually how I learned about my first role in Business Technology (BT). People outside of my day-to-day knew what I was interested in. The role found me."

His passion for joining forces with others has bolstered his transition into four roles in four years at Salesforce. He's even made a leap from our Customer Success Group to BT!

"What has helped me advance so quickly in my career is the ability to be the driver of my own career. Networking and career conversations with my managers were very critical in my career progression. I always made sure to communicate with my manager during our one-on-ones about my career path."

Today, as a people manager himself, Bunmi realizes the importance of supporting personal growth. He's borrowed best practices from prior managers and incorporated them in his own management style.

"No matter where my employees want to go, I want to support them and be a partner. Whether it's helping them develop new skills, or just setting up a job shadow."

"We have a really great Internal Careers team," shares Bunmi. "They're a resource you don't want to miss out on!"



WELLBEING LIVING OUR BEST LIVES

Happy, healthy employees bring their best selves to work for our customers and each other. To empower ourselves to prioritize wellbeing, we created Camp B-Well, our virtual wellbeing headquarters. Camp B-Well provides benefits, resources, and support to help employees live well every day, in every way. From employee stories to pro tips from global wellbeing experts, we inspire employees to Nourish, Revive, Move, Thrive, and Prosper.



1: Tranquility and exercise on the water. 2: Finding moments to pause with meditation. 3: Paralympic competitor Chikara Ito uses martial arts. 4: Ready, set, go! 5: Check, mate. 6: Nature helps us reset.

7: Nourishing the body with fresh fruits from the market. 8: Getting steps in during a meeting. 9: Biking and Vitamin D. 10: Earning bronze at the 40th Boston Dragon Boat Festival.



GIVING BACK
A PLATFORM FOR CHANGE

We believe the business of business is to improve the state of the world. That's why giving back is at the heart of Salesforce. Guided by our 1-1-1 integrated philanthropy model, we give our product, employee time, and grants to support nonprofits and NGOs, improving communities throughout the world. Some of our work is global, like our support for the United Nations Sustainable Development Goals. Other efforts are local, like our long-term partnership with the San Francisco and Oakland Unified School Districts, to which we've contributed nearly \$70 million thus far. Side by side, we roll up our sleeves to be changemakers in our communities.



1: Putting a little TLC back into the community. 2: Crafting for kids with learning disabilities. 3: Breaking a sweat to improve our communities. 4: Raising money for endangered species. 5: Getting our hands dirty.

6: Supporting children in impoverished communities. 7: Marc speaks at Presidio Middle School in San Francisco. 8: Taking care of our land. 9: Green is good. 10: Salesforce's IndyCar driver J.R. Hildebrand educates.

#SALESFORCEOHANA

Nobody shows a side of Salesforce quite like our Ohana. Capturing those perfect moments and sharing them on social tells the story of us in the most authentic way. This was 2019 at a glance.



Woohooo!! @salesforce crew coming together to make some noise for the @warriors! #NBAFinals

Helen Hosain | @yema_sf



Super proud that @salesforce is no. 2 on the @FortuneMagazine #100BestCos list. Pay equity, volunteer time off, clear values & action to back them up...plus confetti photo booths at annual kickoff. I'm grateful for all of it. #LifeatSalesforce

Greg Perlstein | @GLPerl



It is an honor to work with extraordinary people - friends, customers and partners. Thank You all from the deepest of my heart...#SalesforceOhana #thankful #salesforceacademy #salesforce #salesforceorg #blazeyourtrail #salesforcebasecamp #helsinki

Sami Lampinen | @Slampinen



HAPPY #PRIDE #loveislove #stonewall150 #equalityforall #SalesforceOhana

Yianna | @i.am.yianna



Great afternoon with the best team in the business volunteering and fundraising for the The Michael J. Fox Foundation for Parkinson's Research!

Jakub Husika



Very excited to start a new chapter of my career at Salesforce EMEA HQ in Dublin! Speaking of HQ, we are currently building a Salesforce Tower in Dublin to support our amazing growth! #Futureforce #SalesforceOhana #salesforcejobs

Didier WU | @Didier_WU



So inspired by these incredible leaders #trailblazingwomen

Alexandra (Ally) Legend Siegel | @AllyLegend



Hereeee weeeee goooo! #SalesforceOhana #Day1

Jenna-Marie | @Jennamarie_r



Cheers to my one year #SalesforceAnniversary. I've been Heroku-ing for a full year! Shout out to all the #SalesforceOhana! Let's keep making better happen.

Lenora Porter | @lenoraporter_



Fun day 1 volunteer activity at @salesforce with my new bestie @debbielopker! we made cards for kids....#SalesforceOhana #becomingsalesforce #csr #socialgood

Amy Higgins | @amywhiggins



So much fun sailing on Lake Michigan with our team. #cnx19 #SalesforceOhana

Douglas White | @drgwhite



Fantastic day with the kids at work! @SalesforceGov @salesforcejobs #BYKTW2019 #FutureTrailblazer

Geoff Roser | @GeoffRoser



Literally blazing trails today with my #SalesforceOhana #volunteeringrocks

Sara Annear | @s_annear



#WeMakeCustomersHappy #FunAtWork #FunFriday #Ohana #SalesforceCSG #CustomerSuccess #LoveWork #ProudToBePartOfCSG #SalesforceOhana #CustomerSuccessGroup

Lakshmi Morampudi | @lmorampudi



Awesome time volunteering with the @SalesforceGov and @acumensolutions team helping @jkcommunityfarm. Over 1000 pounds of food will go to families in need in Loudon County. They donate over 50,000 pounds a year and 40% are children. #SalesforceOhana

Darryl E. Peek II | @depeekii



#day1 is in the books and wow. Just wow! So excited to be part of the #Ohana in this way and can't wait to work with all the amazing @SalesforceOrg customers, @SFDOPartners, and #TrailblazerCommunity to grow #volunteer management and engagement

Art Ordoqui | @Art_O24



March 8th 1999 Parker Harris, Dave Moellenhoff, Frank Dominguez, & I showed up at 1449 Montgomery Street & we started a company called <http://salesforce.com> & introduced the end of software (now called the cloud). Congratulations @parkerharris on 20 amazing years!

Marc Benioff | @Benioff



This #team of young boyscouts just pulled through their first trail/competition. Couldn't be more proud #partioscout #Vantaa #SalesforceOhana #salesforcevtto #wellbeing #givingback

Mikko Makirinne | @MikkoMmakirin



#Pride Parade in Seattle! #SalesforceOhana #EqualityAlly

Matheus Gonçalves | @developer__c



It's #BreastCancerAwarenessMonth. We support all of those impacted. #SalesforceOhana

Amanda Nelson | @amandalnelson



#volunteering is part is #salesforce #ohana so we supported a local charity called „Munich Table“ as part of the #onboarding Days. Survived stormy winds and were delighted when shoppers bought some „extra food“ to contribute to the „table“ #becomingsalesforce #SalesforceOhana

Dagmar Eisenbach | @both_worlds



Had a great time last week at our Salesforce community partnership event with the Indianapolis Colts! We came together to build a playground for IPS56. This is what giving back to the community is all about. Can't wait for the next event #ColtsHuddleFor100

Gary Lynch



Just got back from Rwanda and Kenya with my team on a VTO trip – hands down my fav is helping Karibu Centre and their sustainable model with @OrganicSavanna

Sarah Joyce Franklin | @swbjoyce



Salesforce Tower San Francisco, what a beauty! #becomingsalesforce

Didier De Cock | @didierdecock



FUN

NEVER A DULL MOMENT

We spend at least a third of our lives at work – it's important to have fun while we're at it! So, we weave it into our day-to-day whenever possible. That may mean an inspirational guest speaker, Salesforce Bingo during Dreamforce, time for a rousing ping pong match, and more. Taking time out to have some fun helps us do the best work of our lives.



1: Facing fears together. 2: Cruising in N.Y.C. 3: Riding the Ducati simulator in our SF Tower lobby. 4: Trailblazers shoot with Indiana Fever star Teaira McCowan. 5: Graffiti art and face painting at the Dublin Summer Party.

6: The Indy team burns rubber on the track. 7: Waltzing in the Carmel Market in Tel Aviv. 8: Peace and love from our family to yours. 9: Did you know we have a band? 10: A little friendly competition breaks up the day.



TRAILBLAZER BOOK LAUNCH

A VISION FOR COMPANIES OF THE FUTURE

In collaboration with co-author Monica Langley, Marc released his new book, *Trailblazer: The Power of Business as the Greatest Platform for Change*, on October 15, 2019. In this revealing behind-the-scenes look at one of the world's most admired companies, Salesforce's Chairman and Co-CEO delivers an inspiring vision for how everyone from the CEO to the intern can bring their values to work and change the world. The book became an instant New York Times bestseller and #1 on The Wall Street Journal bestseller list.

1: Diving in right away. 2: Fresh copies. 3: Marc and Monica celebrate the release. 4: Pastries while you read. 5: On display in Dublin. 6: Be a Trailblazer. 7: A new book club in London? 8: Copies in San Francisco.

IN LOVING MEMORY

WITH HEAVY HEARTS, WE HONOR THE LIVES OF COLLEAGUES, FRIENDS, AND FAMILY WE LOST THIS PAST YEAR. THESE INDIVIDUALS TOUCHED OUR LIVES IN UNIQUE WAYS, MADE IMPORTANT CONTRIBUTIONS TO THE SALESFORCE COMMUNITY, AND LEAVE BEHIND FOND MEMORIES THAT WE WILL TREASURE.



Richard Berg
SENIOR ANALYST
OHANA MEMBER SINCE 2011



Marcelo Breitman
SR. ACCOUNT EXECUTIVE,
GENERAL BUSINESS
OHANA MEMBER SINCE 2017



Lennart de Graaff
LEAD SOLUTION ENGINEER
OHANA MEMBER SINCE 2016



Yoko Kyonenya
SENIOR RENEWALS MANAGER
OHANA MEMBER SINCE 2012



Allen Lu
SOFTWARE ENGINEERING LMST
OHANA MEMBER SINCE 2017



Bala Shanmukhi Noothalapati
SUCCESS AGENT (TIER 2)
OHANA MEMBER SINCE 2016



James Ralph
SENIOR MANAGER, SOFTWARE
OHANA MEMBER SINCE 2014



Dave Ronson
LEAD SOLUTION ENGINEER
OHANA MEMBER SINCE 2018



Sebastian Schöbel
SOFTWARE ENGINEERING AMTS
OHANA MEMBER SINCE 2016



Graham Smith
EMEA SERVICES DIRECTOR
OHANA MEMBER SINCE 2014



Majid Sultan
PRACTICE DIRECTOR
OHANA MEMBER SINCE 2015



Paolo Tavaréz
LEAD SOLUTION ENGINEER
OHANA MEMBER SINCE 2017



Grant Wood
AVP, SALES
OHANA MEMBER SINCE 2012

WE'RE INTENTIONAL ABOUT CREATING SALESFORCE'S INSPIRED CULTURE, ONE THAT ENABLES US TO BLAZE TRAILS TOGETHER AND CULTIVATE A BETTER FUTURE FOR ALL. THANK YOU FOR BEING PART OF OUR JOURNEY.

Brent Hyder

PRESIDENT, CHIEF PEOPLE OFFICER

THANK YOU

This book is the story of us, blazing trails side by side, in the communities we call home. Together we're changing the world. Follow along live on your favorite social network with [#SalesforceOhana](#).



salesforce

salesforce

Trailblazer

Trailblazer

dntl

RAILWAY

