

Mick Hollison

CHIEF MARKETING OFFICER, CLUDERA

Mick leads Cloudera's worldwide marketing efforts, including advertising, brand, communications, demand, partner, solutions, and web. Mick has had a successful 25-year career in enterprise and cloud software. Prior to joining Cloudera in 2016, he served as CMO of sales acceleration and machine learning company InsideSales.com. Under Mick's leadership, InsideSales pioneered a shift to data-driven marketing and sales that has served as a model for organizations around the globe. Previous to InsideSales, Mick served as global vice president of marketing and strategy at Citrix, where he led the company's push into the high-growth desktop virtualization market. Before Citrix, Mick managed executive marketing at Microsoft and held numerous leadership positions at IBM Software. Mick is an advisory board member for InsideSales and a contributing author on Inc.com. He is also an accomplished public speaker who has shared his insightful messages about the business impact of technology with audiences around the world. Mick graduated from the Georgia Institute of Technology, with a bachelor's of science degree in management.