REBECCA S. SAAR

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15+ years shaping marketing, ecosystem, and adoption strategy for B2B technology, including a decade building and scaling Salesforce's technical practitioner community. Helped grow the Salesforce Admin ecosystem from ~14K to 1.2M+ while connecting product launches, technical education, community, and adoption across the platform. Now lead AI strategy focused on how agents are reshaping technical roles and how we build the skills and operating models to adopt AI both at Salesforce and for our developer, admin and architect ecosystem. Bring 5+ years of people leadership, building and developing high-performing teams through periods of technology and organizational change.

COMMUNITY & ECOSYSTEM STRATEGY • PRODUCT ADOPTION & GTM • AI STRATEGY • TECHNICAL AUDIENCES DIGITAL MARKETING • TEAM LEADERSHIP

PROFESSIONAL EXPERIENCE

SALESFORCE | San Francisco, CA — Jan 2016–Present

Sr. Director, AI Strategy — May 2026–Present

- **AI workforce strategy:** Lead research and strategy on how AI and agents are reshaping technical roles across the Salesforce ecosystem, translating practitioner research and competitive analysis into frameworks that inform external positioning, skills strategy, and roadmap decisions.
- **AI adoption:** Designed a three-horizon transformation strategy to move a 200+ person organization from AI-assisted work toward automation and agents; launched an internal hackathon generating 30+ submissions to accelerate experimentation and adoption.
- **Strategy & operations:** Partner with senior leadership on AI adoption and organizational effectiveness, including measurement of confidence, capability, and behavior change, operating processes, data, and internal communications.

Sr. Director, Admin Relations (Product Marketing) — Mar 2022–Apr 2026

Led product marketing, community engagement, and adoption for Salesforce's global Admin ecosystem across core apps and platform products, including Agentforce, Sales, Service, Marketing, Platform, Slack, and MuleSoft. Led a team of 9 product marketers and technical evangelists.

- **Product adoption & GTM:** Partnered with Product and PMM on major launches including Agentforce, Flow, and User Access, translating new capabilities into technical narratives, demos, education, and community activation.
- **AI adoption & commercial activation:** Supported Agentforce Now with technical evangelists, community activation, and practitioner-informed content; the cross-functional workshop program generated $6.59M in FY27 marketing-driven pipeline.
- **Scaled practitioner engagement:** Grew digital content consumption 26% YoY to 10M+ YouTube views in FY24 through a scaled engine of 150+ annual technical and best-practice assets.
- **Executive & community leadership:** Led marketing for two Dreamforce keynotes and expo experiences, delivering the event's #1 attended track with 65+ sessions and a 4.8-CSAT Admin keynote.
- **People leadership:** Led the 9-person team through two enterprise-wide reorganizations while developing team members into functional leadership roles and onboarding six employees; SVP/CMO leadership adopted the team's operating model as a broader marketing best practice.

SALESFORCE | San Francisco, CA

Sr. Director, Admin Marketing Feb 2021–Feb 2022

- Led Admin marketing and served as interim lead for the 10-person Admin Relations team; refreshed the #AwesomeAdmin audience strategy and launched scalable practitioner programs including How I Solved It, Automate This!, and Learn MOAR.
- Delivered the Dreamforce ’21 Admin keynote to 300+ in-person and 3,000+ online attendees, translating Salesforce product strategy into actionable guidance for technical practitioners.

Director, Admin Marketing Feb 2019–Feb 2021

- Established a monthly Admin Council connecting product managers and executives with practitioner insight, increasing community influence on product roadmap and messaging.
- Built the team’s first marketing-performance framework aligned to company priorities; launch campaigns generated 50K+ video views, 10K+ social hashtag uses, and 2K+ Trailhead Trailmix completions.

Sr. Marketing Manager / Marketing Programs Manager Jan 2016–Jan 2019

- Represented Admin Relations on the cross-functional Lightning Experience adoption workgroup, helping scale Admin adoption of Salesforce’s next-generation platform to 95%+.
- Built a technical enablement engine producing 150+ assets annually; grew social reach 650% and website traffic 340% following the launch of admin.salesforce.com, and ran 40+ webinars averaging 1,700 registrations.

CONDECO SOFTWARE | San Jose, CA Sep 2014–Jan 2016

US Marketing Manager

- Led U.S. market-entry marketing as the company’s sole U.S.-based marketer, generating $1M in pipeline from online lead generation and increasing Marketing Qualified Leads 40%.
- Built the U.S. inbound marketing capability across content, webinars, PR, SEO, and digital marketing; led the company’s first marketing automation implementation using HubSpot.

EARLIER EXPERIENCE

Cisco Systems — Innovation Strategy & Market Research | Shanghai, China
Center for Investigative Reporting — Growth Marketing & Community | Emeryville, CA
Community Action Marin — Marketing & Operations | San Rafael, CA

EDUCATION

Hult International Business School — Master of Business Administration, Dean’s List | San Francisco & Shanghai
University of California, San Diego — Bachelor of Arts, International Studies – Political Science | San Diego & Madrid

ADDITIONAL

Languages: German (conversational), Spanish (intermediate)
Certifications: Salesforce Administrator • Triple Star Trailhead Ranger • HubSpot Inbound Certification