



## **BIOGRAPHY OF STEVE LUCAS**

Steve Lucas is the Senior Vice President of Force.com Marketing and ISV recruitment at Salesforce.com. Steve's main focus is encouraging partners, developers and customers to adopt the Salesforce.com platform and enable the next generation of enterprise applications on the web. Prior to Salesforce.com, Steve devoted 10 years to SAP Business Objects (Acquired) and Crystal Decisions including his last appointment as Worldwide Vice President of the OnDemand (SaaS) business unit. In a general management role, Steve launched the OnDemand business, including strategy creation, management of the entire business unit and the go to market execution, resulting in a successful Business Intelligence on demand service with over 100,000 subscribers. Prior to his role in OnDemand, he led various teams including OEM sales, Partner Channel Management, Data Integration, etc. Earlier in his career, he worked at Software Spectrum and Microsoft in marketing and senior sales management roles. He has authored several books on Business Intelligence, led strategic sales and technology teams driving product planning and direction. Throughout his career, Steve has worked in the software industry in technical, sales and consulting management capacities. Steve, his wife and two children live in Denver, Colorado.