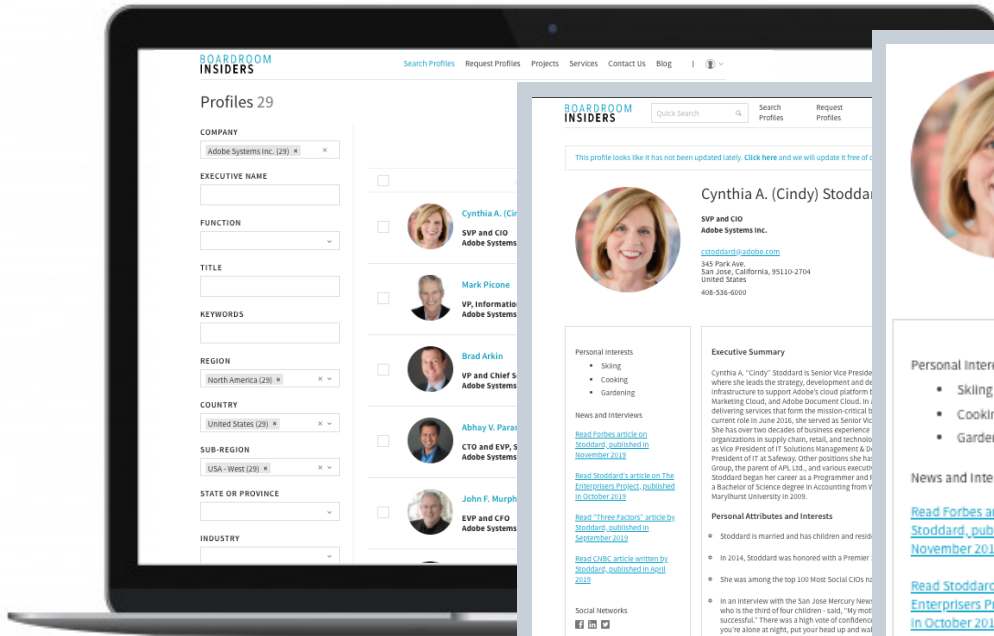



# BI SIGNATURE

SUPERIOR BUSINESS  
INTELLIGENCE TO HELP YOU  
CLOSE BIGGER DEALS, FASTER





**Cynthia A. (Cindy) Stoddard**  
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United States  
408-536-6000

**Personal Interests**

- Skating
- Cooking
- Gardening

**News and Interviews**

[Read Forbes article on Stoddard, published in November 2019](#)

[Read Stoddard's article on The Enterprisers Project, published in October 2019](#)

[Read "Three Factors" article by Stoddard, published in September 2019](#)

[Read CNBC article written by Stoddard, published in April 2019](#)

**Social Networks**

[f](#) [in](#) [t](#)

**Executive Summary**

Cynthia A. "Cindy" Stoddard is Senior Vice President where she leads the strategy, development and deployment of infrastructure to support Adobe's cloud platform (Marketing Cloud, and Adobe Document Cloud). In June 2016, she served as Senior Vice President of IT Solutions Management & Delivery. She has over two decades of business experience in organizations in supply chain, retail, and technology. Stoddard began her career as a Programmer and Project Manager at APL, Inc., and various executive positions at Safeway. Other positions she has held include Vice President of IT Solutions Management & Delivery at Safeway, the parent of APL, Inc., and various executive positions at Safeway. Stoddard holds a Bachelor of Science degree in Accounting from Western Michigan University in 2009.

**Personal Attributes and Interests**

- Stoddard is married and has children and resides in Westborough, Massachusetts.
- In 2014, Stoddard was honored with a Premier 100 IT Executive Award.
- She was among the top 100 Most Social CIOs named by Social Media Today.
- In an interview with the San Jose Mercury News in December 2014, Stoddard said, "My mother always said, 'If you're not successful, you're alone at night, put your head up and walk with your grandmother. She was a little lady, 4-foot-11, and she was successful.' There was a high vote of confidence and encouragement from my grandmother. She was a little lady, 4-foot-11, and she was successful. As her granddaughter, my role was to translate that into English. As her granddaughter, my role was to translate that into English."

## KEY FEATURES

**20K EXECUTIVE PROFILES**  
Our database includes 20,000 profiles on Fortune 1000 executives across the U.S., compiled by a team of expert researchers.

**6200+ COMPANIES REPRESENTED**  
Chances are, the companies you're targeting are among them.

**ACCURATE, TIMELY DATA**  
We mine our data from 100+ verified sources, and our profiles are updated constantly for the utmost reliability.

**INTELLIGENCE, NOT INFO**  
Our profiles are contextually rich, providing insights into business priorities, personal attributes, interests, affiliations and more.

## OVERVIEW

We designed BI SIGNATURE to fill a void in the market: Executive sales, marketing and recruiting teams needed superior business intelligence to close bigger deals, faster. So we built a database that does just that.

THE ONLY BUSINESS INTELLIGENCE PLATFORM DESIGNED EXCLUSIVELY FOR C-LEVEL SALES, MARKETING, & RECRUITING.

AT BOARDROOM INSIDERS,  
WE KNOW WHAT IT TAKES TO SELL AND MARKET TO THE  
C-SUITE, & WE'VE DESIGNED OUR SOLUTIONS TO PROVIDE  
THAT INSIGHT AT SCALE.

**TECHNOLOGY  
FOOTPRINT**

**Zero.**

100% cloud-based.  
No software is ever  
installed on your  
servers, computers  
or devices.

**AVAILABLE ON**

**All Devices**

Desktop  
Tablet  
Mobile  
Any OS

**USED BY**

**Teams Marketing and  
Selling to the C-Suite**

ABM  
C-Level Sales  
Exec Event Marketers  
Exec Recruiters

**BI SIGNATURE**

BI SIGNATURE gives you the intelligence you need to get a foot in the door, establish valuable C-level relationships and close bigger deals, faster. When it comes to executive engagement, this is your edge.

YOU'RE IN GOOD COMPANY

**CITRIX**<sup>®</sup>



Adobe



**vmware**<sup>®</sup>

**box**

**DELL** EMC

**NUTANIX**

**workday**



*“Boardroom Insiders is education. It educates you about the person who you’re about to meet. You want to bring value to this person, and the best way to bring value is to understand who they are first.”*

*- Melissa Watts  
Senior Marketing Manager, Adobe*

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