

## Qualtrics Executive Bios

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### **Jim Whitehurst, interim Co-Chief Executive Officer, Executive Chairman ([LinkedIn](#))**



Jim Whitehurst is interim Co-Chief Executive Officer and Executive Chairman of Qualtrics, a role he has held since October 2025 after serving on the Qualtrics board for many years. He also leads operating and investment team initiatives at Silver Lake Partners.

Previously, Jim held senior leadership roles at IBM, Red Hat, Delta Air Lines and The Boston Consulting Group. At Red Hat, he grew the company to be the first multibillion-dollar revenue open-source software company and led the landmark acquisition of Red Hat by IBM for \$34 billion in 2019. He is Executive Chair on the board of directors at Unity Technologies, a member of the board of directors of United Airlines and Amplitude and sits on the board of trustees of Rice University and the board of The Conservation Fund.

### **Mark Gillett, interim Co-Chief Executive Officer ([LinkedIn](#))**

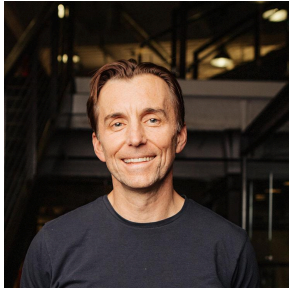


Mark Gillett is interim Co-Chief Executive Officer of Qualtrics, a role he has held since October 2025 after serving on the Qualtrics board for a number of years. He also heads Value Creation at Silver Lake Partners in Europe.

Previously, Mark held senior leadership roles at Skype Global S.à.r.l, a former portfolio company, and Microsoft. At Skype and then at Microsoft, Gillett drove acceleration of Skype's growth strategy and

led its integration following Microsoft's acquisition of the business. While at Microsoft, Mark oversaw the broader growth of Microsoft's enterprise and consumer communications, cloud, software and services portfolio. Mark is a Member of the British Computer Society, a Fellow of the Institute of Directors and Member of the IT Service Management Forum. He sits on the boards of Qualtrics, Relativity, WP Engine and Zuora.

**Zig Serafin, Vice Chairman and Special Advisor ([LinkedIn](#))**



Zig Serafin is the Vice Chairman and Special Advisor of Qualtrics. He served as CEO of Qualtrics from 2020 to 2025. Zig has been instrumental in the development and launch of the experience management platform and Qualtrics AI. Zig led the company's 2021 IPO and its \$12.5 billion acquisition by Silver Lake Partners and CPP Investments in 2023. He joined the company as Chief Operating Officer in 2016. Zig sits on the boards of Qualtrics and Moody's.

Prior to joining Qualtrics, Zig was Corporate Vice President at Microsoft, where he led its multi-billion dollar enterprise collaboration services business that became Microsoft Teams, and the teams that developed Microsoft's artificial intelligence platform.

**Brian Stucki, President, Chief Operating Officer ([LinkedIn](#))**



As President and COO, Brian leads global operations for Qualtrics with responsibility for sales, strategy, and services. Brian has decades of experience working in both client service and industry roles across finance, strategy and operations.

Brian was instrumental in the development and launch of the Qualtrics Experience Management Platform and has led the rapid growth of Qualtrics to thousands of customers around the world and more than \$1.5B in annual revenue. Brian helped lead Qualtrics through a successful IPO in 2021, and its acquisition by Silver Lake Partners for a record-setting \$12.5B in 2023.

Brian joined Qualtrics in 2015 to lead the Global Client Success and Implementation, and achieved industry-leading renewal and expansion rates. Prior to Qualtrics, he was a consultant at Bain & Company, leading project teams focused on customer loyalty, growth strategy, go-to-market design and sales force effectiveness across a range of industries.

**Brad Anderson, President, Products, UX and Engineering ([LinkedIn](#))**

Brad Anderson is President of Products, UX and Engineering, responsible for defining, crafting and supporting the Qualtrics experience management solutions. He leads a team of engineers, product managers, experience designers, program managers, IT professionals and security teams across Qualtrics' global development centers. He is responsible for ensuring the Qualtrics SaaS service continues to scale and meet all SLAs, privacy and security requirements.

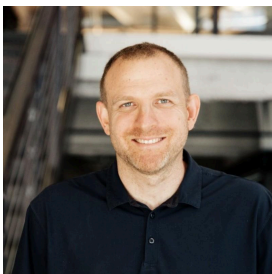
Prior to Qualtrics, he spent more than 17 years as a Corporate Vice President at Microsoft, where he led engineering teams that built several multi-billion dollar businesses serving more than 300 million monthly active users and devices.

**Gurdeep Pall, President, AI Strategy at Qualtrics ([LinkedIn](#))**

Gurdeep Singh Pall is President, AI Strategy, where he works alongside the company's technology and product teams to drive a transformative vision and roadmap for Qualtrics' use of AI in experience management.

Prior to joining Qualtrics, Gurdeep was a technology leader and executive at Microsoft through three transformative eras of technology, helping build and promote key products including Windows, Teams, Skype and Bing.

Most recently, Pall was responsible for creating new products and solutions with emergent AI technologies and has a deep understanding of how AI can change the way humans experience the world.

**Assaf Keren, Chief Security Officer ([LinkedIn](#))**

Assaf Keren joined Qualtrics in 2024 as the Chief Security Officer. His team at Qualtrics continues to evolve and strengthen product security, maintain compliance with relevant regulations globally, and partner with security teams across Qualtrics' more-than 20,000 customers.

Assaf's career in cybersecurity is marked by significant achievements and leadership roles, most notably as the Chief Information Security Officer at PayPal where he reinforced the company's standing as the most secure and trusted fintech platform. His extensive background encompasses pivotal experiences within the Military, Government, Defense Industry, and TechStartups, culminating in strategic leadership positions leveraging his expertise in innovation, leadership, and cybersecurity.

**Julia Anas, Chief People Officer ([LinkedIn](#))**

Julia Anas is Chief People Officer at Qualtrics. She is responsible for leading the company's people strategy, powering legendary employee experiences for Qualtrics' global workforce. Julia has played a critical role building a talented and diverse organization and driving employee development, compensation planning as well as organizational design, talent and succession planning in alignment with the organization's business objectives.

Previously, Julia was VP of employee experience at Adobe, where she played a critical role driving employee development, compensation planning as well as organizational design, talent and succession planning. She was also a core member of Adobe's global COVID-19 crisis management team. Prior to joining Adobe, Anas was a director at Symantec, and she also previously led people teams at Intuit, Solyndra, Align Technology and Yahoo!.

**Lynn Girotto, Chief Marketing Officer ([LinkedIn](#))**

Lynn Girotto is the Chief Marketing Officer at Qualtrics, leading the global marketing organization responsible for overseeing everything from brand and communications to product marketing and pricing strategies.

Lynn has more than 25 years of experience in senior marketing roles at leading technology and consumer brands where she has been deeply focused on driving higher brand awareness, consideration, and loyalty through improved customer experience. She most recently served as Chief Marketing Officer of Vimeo, where she led a shift in the video platform's strategy toward enterprise customers and applications. Previously, she served in senior marketing roles at Microsoft, Starbucks, Tableau and Getty Images.

**Rachita Sundar, Chief Financial Officer ([LinkedIn](#))**

Rachita Sundar is the Chief Financial Officer, responsible for leading the company's global finance organization and driving the financial strategy and operations accelerating the company's next phase of growth.

Rachita is a proven finance leader with a strong track record of delivering strategic impact and growth at high-growth and industry leading companies. Prior to joining Qualtrics, Rachita was a Senior Vice President at HubSpot, where her leadership was pivotal in helping the company triple revenues, double operating profits, and nearly double its market cap. Rachita also spent more than a decade in leadership roles at Microsoft, including being part of the team that oversaw the



company's Azure business grow from \$500 million to over \$10 billion.

**Manisha Powar, Head of Product, XM for Customer Experience ([LinkedIn](#))**



Manisha Powar is the Qualtrics Chief Product Officer for XM for Customer Experience and is responsible for the vision, roadmap and go-to-market strategy for Qualtrics customer care and locations-based frontline solutions.

She started as a software engineer at Microsoft working on the Windows platform. After moving to product management, Manisha spent over 15 years building zero to one products like the first cloud service offering of Microsoft Dynamics365 CRM, Windows applications, and high-scale web offerings like Microsoft News and Xbox.com. At Meta, she was part of the Developer Platform team that established the rigor of API and user permission reviews across the company.

**Ricardo Lopez, Head of Product, XM for Employee Experience ([LinkedIn](#))**



Ricardo Lopez is a Director of Product Management at Qualtrics, where he leads the strategy for Employee Experience products. Ricardo has led critical initiatives across Qualtrics in data collection and unstructured analytics (AI/NLP), helping organizations listen and understand in new ways. He is passionate about the intersection of people and technology, and how it can enable organizational change.

**Ali Henriques, Global Director of EDGE Services ([LinkedIn](#))**



Ali Henriques is a market researcher by trade, but is now a global, cross-functional leader of Qualtrics' innovative research services division. She enables and supports clients to deepen their understanding of their audiences, enhance or cultivate new products/ services or benchmark against competition.

**Ellen Loeshelle, Director of Product Management ([LinkedIn](#))**



Ellen Loeshelle is a director of Product Management at Qualtrics where she leads the strategy for Qualtrics's data and insights investments.

Through the lens of insights, her team is driving innovation in industry specific applications, co-developing with strategic partners, and is reimagining traditional research experiences.

Ellen is an established thought leader in language technologies and experience management and loves building innovative solutions within the context of linguistics and technology theory.

**Dr. Adrienne Boissy, Chief Medical Officer ([LinkedIn](#))**



Dr. Adrienne Boissy is the Chief Medical Officer of Qualtrics. She is responsible for shaping the patient and employee experience in the healthcare industry, including technology design, research, consulting, and innovation in experience management.

Prior to joining Qualtrics, she served as the Chief Experience Officer of the Cleveland Clinic Health System and staff neurologist at the Cleveland Clinic Mellen Center for Multiple Sclerosis. During her tenure at Cleveland Clinic, Dr. Boissy led strategic, international initiatives to improve every aspect of a patient's encounter with healthcare – from their physical comfort to their educational, financial, emotional and spiritual needs. She created evidence-based relationship-centered communication skills training, which serves as a global standard for healthcare, and revolutionized the conversation on patient experience measurement.

Dr. Boissy earned her Doctor of Medicine from the Penn State College of Medicine. She completed a Master's degree in Bioethics from Case Western Reserve University and trained in advanced design thinking from IDEO.

**Benjamin Granger, PhD, Chief Workplace Psychologist ([LinkedIn](#))**



Dr. Benjamin Granger is the Chief Workplace Psychologist at Qualtrics. In his role, he applies his work as an organizational psychologist with original research and advisory background to offer insight into workplace trends, employee experiences and the future of how we work. He brings a real-life perspective from his work with large companies to help them identify and solve people and business challenges.

He received his doctorate degree in industrial organizational psychology from the University of South Florida.

**Isabelle Zdatny, Head of Thought Leadership at Qualtrics XM Institute**



As Head of Thought Leadership with Qualtrics XM Institute, Isabelle helps Experience Management (XM) professionals make sense of the complex,

evolving XM landscape so they can do their jobs with more confidence and success. She produces industry-leading content on XM trends and best practices, develops and delivers training, advises organizations on the design and execution of their CX and EX programs, and speaks on key XM topics and trends.

**Sean Holcombe, Global Head of Ecosystem and GSE ([LinkedIn](#))**



Sean Holcombe is the Global Head of Partnerships and Solution Sales at Qualtrics where he leads the global partnership ecosystem function and solution selling teams - both geared to deepen and accelerate key executive relationships with leading brands to drive meaningful long-term business impact with their teams.

He has been with Qualtrics for over eight years, working closely with internal and external executive teams serving industries such as Financial Services, Telecommunications, Retail, Healthcare, Hospitality, Technology, and more.