



 **Lisa Luscap**

**Chief Marketing Officer
Pluralsight**

Lisa Luscap is the Chief Marketing Officer (CMO) of Pluralsight, Inc., the leading technology workforce development company that helps companies and people around the world transform with technology. In her role, Lisa leads all aspects of Pluralsight marketing, including demand generation and brand and marketing operations.

Lisa's appointment to CMO comes after she joined the Pluralsight team in early 2023 as the SVP of Digital Marketing and Self-Serve. Lisa was quickly asked to take the helm as CMO, bringing to the role a passion for the brand and a dedication to furthering Pluralsight's mission of advancing the world's technology workforce through the team's marketing efforts. She has more than 20 years of technology marketing experience that spans brand, digital marketing, content, demand, and field marketing for companies such as Snowflake, Dolby, VMware, and HP.

Prior to joining Pluralsight, Lisa led a global marketing team during Snowflake's IPO, driving the largest software public offering in history. Lisa was also instrumental in Dolby Laboratories' digital rebrand that reintroduced the company to a new set of millennial buyers around the world through a global partnership with AMC.

Lisa holds a Bachelor of Arts degree from UC Santa Barbara, is a board member of BAYCAT, and was recognized in the San Francisco Business Times as one of the Most Influential Women in Business in 2018.

