



## Annie Jacob

Senior Director, Commercial Legal at Salesforce

Annie Jacob is Senior Director, Commercial Legal at Salesforce and helms a dynamic team of in-house counsels, supporting the businesses across South East Asia, India, Taiwan, and China. Their exceptional accomplishments have earned them a place among the finalists at the prestigious ALB Asia Law Awards 2023, being recognized for their outstanding work in the categories of Innovative In-House Team of the Year and TMT In-House Team of the Year. At the forefront of Annie's priorities is setting new standards for innovation, excellence and adaptability to serve as a strategic partner to the business. In an era where legal and regulatory landscapes undergo rapid transformation, she and her team are continually reviewing, assessing and navigating these challenges so that risks are mitigated.

Annie brings to her role a wealth of experience. Her prior in house experience spans technology licensing, cable consortium agreements, cybersecurity, public-private partnerships, financial services and digital banking. She also played a pivotal role in preparing her previous company for privacy regulations and GDPR compliance. In addition to her LLB, she has a graduate Diploma in International Arbitration and a degree in Microbiology. She has also received various leadership program training, including from Darden School Foundation.