

Vivienne Wei

ARCHITECT OF THE AGENTIC ENTERPRISE
GLOBAL AI TRANSFORMATION LEADER
KEYNOTE SPEAKER ON THE FUTURE OF WORK



The Agentic Advantage: How AI Is Rewriting the Rules of Leadership and Work

(for CEO / CHRO audiences)

Engineering the Agentic Enterprise: How AI Becomes Culture

(for CIO / CTO audiences)

Your Org Isn't Broken. It's Just Not Agentic Yet

(for general audiences)

Vivienne Wei is a transformational executive at the intersection of AI innovation, strategic scale, and inclusive economic impact. As **COO of Salesforce's Unified Agentforce Platform, Apps, & Industry Technology**, a 40B+ global AI-native SaaS operation, Vivienne leads enterprise-wide strategic initiatives that accelerate growth and profitability through intelligent automation. Her hallmark is turning complex technological integration into tangible revenue outcomes, evidenced by expanding Salesforce's Data Cloud activations to over 1 trillion per quarter and unlocking \$800M+ in new market pipelines across Asia-Pacific and Latin America.

Vivienne's distinct blend of Wall Street rigor from **Morgan Stanley** and Silicon Valley innovation at Salesforce positions her uniquely to scale businesses with both operational discipline and market-shaping insight. Throughout her career, she has strategically managed over \$8B in cross-border M&A transactions and led teams spanning four continents from 500 to 5,800 employees, consistently achieving industry-leading retention rates.

Known for redefining business models, Vivienne architected Salesforce's shift to a consumption-based pricing framework, directly improving gross margins by 300 basis points. Her strategic governance and cybersecurity oversight—certified by NACD—further solidify investor confidence and operational resilience.

Vivienne is the author of *Labor Force*, which tackles systemic challenges facing working parents. Her passion for driving systemic change extends to founding initiatives aimed at amplifying women entrepreneurs, particularly at the nexus of AI innovation, capital markets, and transformative leadership.

Vivienne has spoken at:



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