

Guilda Hilaire Winchester, MA



Guilda is an award-winning digital marketing thought leader and the Director of Product Marketing at Salesforce. She brings more than 20+ years' experience in marketing technology, including roles within digital marketing operations, training, platform migration/implementation, and consulting. In her current role, she is responsible for leading global community programs, such as the 500+ Members Global Marketing Program, which rewards and recognizes top community experts and advocates for their ongoing contributions back to the marketing community. She is also responsible for building global community programs that make learning soft skills and hard skills accessible to everyone; from the business executive striving for success, to the job seeker looking for a tech job, to the student fresh from graduation. She is also passionate about diversity and inclusion in digital marketing. Her passion is to mentor and coach the younger generations towards careers in digital technology. She is an active mentor and speaker at Bentley University. Guilda believes in giving back to the community and is active in many organizations and a mentor. She serves on the ANA Email Experience Board and Bentley Global Alumni Board. She has volunteered for many local organizations, including The Greater Boston Food Bank, Pine Street Inn and WGBH. Guilda earned her BS from Bentley University and completed the Women's Executive Leadership Program. She is a graduate Fellow of The Partnership, Inc. Leadership Development Program.