



Tara Ryan
Chief Marketing Officer
Incorta

Tara started her career in software at Oracle 25 years ago in supporting the applications and data warehousing groups. Traveling around the world working with Oracle teams and customers for advertisements that included both TPCC benchmarks and business ROI metrics provided a perspective she has leveraged in every company since then.

Tara has more than 25 years of proven experience in global marketing for technology businesses in ERP, mid-market, SMB, security, and industry offerings. She has driven fast growth for multiple SaaS, IPO and public companies including Coupa, Proofpoint and Zebra Technologies. Tara also led global communications and marketing for start-up, VC-backed companies such as Navis/SmartTurn, Ketera, and NetSuite where she led the companies to accelerated growth and expansion. During her tenure at Deloitte Consulting, Tara served as a Director of Worldwide Marketing where she launched campaigns with companies such as SAP, Hewlett-Packard, IBM, PeopleSoft and Oracle. She was also the Vice President of Corporate Marketing at Commerce One, Inc. and was Vice President of Worldwide Marketing for Network Associates, where she managed marketing for five business units: McAfee, PGP, Sniffer, Magic Help Desk McAfee.com's IPO. Tara also led global advertising initiatives and managed global advertising agency support at Oracle Corporation.