

Biographical Note



Ed Van Siclen

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Ed joined Veeva in 2017 to lead Veeva's strategy efforts to expand into new markets outside of Veeva's core life sciences market. Ed is responsible for defining Veeva's product, market and sales strategy as it shapes the industry clouds for CPG, Cosmetics and Chemical markets. Prior to Veeva, Ed has held strategy and executive leadership positions at Adobe Systems, Salesforce.com, BEA Systems and Lithium Technologies.

