

Deb Wolf

Chief Marketing Officer

As Chief Marketing Officer of Lookout, Deb Wolf is responsible for leading the company's global go-to-market functions including revenue marketing, integrated campaigns, digital marketing, field and event marketing, product marketing, corporate communications, and marketing operations, as well as its team of business development representatives. Deb brings more than 30 years of marketing and brand experience, most recently serving as CMO of Integrate, a leading B2B marketing technology firm, where she was responsible for designing and delivering the category of Precision Demand Marketing. Prior to Integrate, Deb was the first CMO at BetterUp, a virtual coaching platform, where she helped shape the growth and direction of the company. She also previously served as CMO at Lookout from 2015 to 2018, where she led the organization through a successful transition from a consumer-centric company into one supporting the enterprise. Earlier in her career, Deb served as vice president of corporate marketing at Workday (NASDAQ: WDAY) where she led the marketing efforts from its earliest stage through its successful public offering. She holds a bachelor's degree in English from California Polytechnic State University-San Luis Obispo.