



Sandy Carter  
Vice President, SOA & WebSphere Strategy  
Channels and Marketing, IBM Corporation

Sandy is responsible for driving IBM's cross-company, worldwide SOA marketing initiatives. In this role, she helps oversee the company's SOA strategy across software, services and hardware, sets the company's SOA marketing direction, and directs SOA messaging and content, while leading a global team in driving customer demand. She has helped to identify SOA acquisition targets and ensure the successful integration of these organizations into the IBM SOA portfolio. Sandy's efforts have driven the WebSphere Family to sustain four consecutive quarters of double-digit growth, while the brand has won 7 industry awards. She has helped IBM's SOA initiatives earn third party validation and analysts' leadership rankings. Sandy is fluent in 8 programming languages, and is the author of the SOA book from IBM, "The New Language of Business: SOA & Web 2.0."