



Gene Farrell

Chief Strategy and Product Officer Smartsheet

Gene Farrell joined Smartsheet in 2017 and is the Chief Strategy & Product Officer, responsible for leading company strategy, corporate development, product management, product marketing, experience design, and strategic alliances. With over 25 years of executive leadership experience driving transformation and growth across the consumer and technology industries, he is a recognized thought leader and innovator with experience building disruptive new businesses for global brands.

Gene spent five years at Amazon Web Services, where he served as a Vice President responsible for enterprise computing. In this role, Gene pioneered new cloud businesses and scaled Amazon's enterprise compute platform. Prior to his leadership at Amazon, Gene was a Vice President at the Coca-Cola Company, where he founded and led the creation of the Coca-Cola Freestyle beverage platform, recognized by Forbes as one of the best new products of the decade.

Gene was named a 2019 Innovator of the Year by the *Puget Sound Business Journal*, is a named inventor on more than ten patents, and received the Gold Edison Innovation award and the Catalyst Design award for his groundbreaking work on the Coca-Cola Freestyle beverage platform.

Gene received an MBA from Emory University's Goizueta Business School in Atlanta and a BA in Business Administration from the University of Washington in Seattle. Gene and his wife, Helen, live in Sammamish. In his spare time, he enjoys golf, cycling, snow skiing, and water sports.