

DAVID HATFIELD

VICE CHAIR AND PRESIDENT EMERITUS

David Hatfield, or simply Hat, is Vice Chair and President Emeritus at Pure Storage. He advises the CEO and leadership team on strategy, growth, team building, corporate philanthropy, and culture. He actively participates in the field with customers, partners, analysts, and investors.

Hat joined Pure in 2013 with less than 100 employees and no revenue and served as President for the first 7 years of commercial operations, leading go-to-market strategy and execution globally, including marketing, sales, systems engineering, channels, alliances, and business development. During his tenure the company was the fastest B2B systems company in history to grow from \$0 to more than \$1B in annual revenues and today has more than 6,600 customers, 4,000 employees and is ranked #1 in Customer Satisfaction.

Hat has over 25 years of experience building high performance teams at innovative software and cloud infrastructure companies, participated in three successful IPOs, and one of the largest enterprise software mergers in history.

He is an investor/advisor in several next-generation technology companies, and currently serves on the Board of Directors for the PureGood Foundation and BetterUp (www.betterup.co), a next generation employee engagement platform that inspires employees to build the skills to thrive personally and professionally.

Hat holds a Bachelor of Science degree from Santa Clara University.

