



Mark Vayda
Executive Vice President, Sales and Marketing,
Fujitsu America

Mark Vayda serves as executive vice president of sales and marketing.

As executive vice president of sales for Fujitsu America, Mr. Vayda has direct responsibility for the company's US Sales team. His impressive history in sales makes him particularly well-suited for this important position. An extremely energetic sales leader, Mr. Vayda has an extraordinary track record of success, particularly in selling large deals into a variety of industry verticals.

As executive vice president of marketing for Fujitsu America, Mr. Vayda is responsible for building brand awareness and preference for the Fujitsu portfolio of offerings in target markets in North America, managing the creation, implementation and use of the brand and visual identity, all internal communications and public relations activities, enhancing the company's market position and reputation, and managing the company's relationships within the analyst community.

Before joining Fujitsu America, Mr. Vayda served as president of Worldwide Sales at Siemens Enterprise Communications, where he led the company's worldwide professional sales force and the development and execution of global sales strategies.

Prior to joining Siemens Enterprise Communications in November of 2008, Mr. Vayda spent seven years at BearingPoint, where he held a variety of leadership roles, including executive vice president of Global Sales, Alliances and Product Marketing. He also served as the company's executive vice president for the Global Oracle Solutions practice and segment leader for BearingPoint's Utilities practice.

Before joining BearingPoint in April 2002, Mr. Vayda spent a number of years at Oracle Corporation, where he held various leadership roles, including group vice president of Oracle's communication and utility sales organization. He has also worked in sales at several large computer hardware and software companies, including Digital Equipment and Informix Software.