Newsroom | Workday

Workday Names Sarah Kennedy Ellis Chief Marketing Officer

PLEASANTON, Calif., Sept. 10, 2026 /PRNewswire/ -- Workday, Inc. (NASDAQ: WDAY), the enterprise AI platform for HR, finance, and IT, today named Sarah Kennedy Ellis chief marketing officer, effective October 5, 2026, reporting to Aneel Bhusri, Workday co-founder, CEO, and chair. Kennedy Ellis will lead Workday's global marketing and communications organization and will be responsible for championing the company's brand narrative and growth strategy for the AI era.

Kennedy Ellis brings more than 20 years of marketing expertise to the role. She joins Workday from Google, where she led global marketing for Google Cloud and Google Workspace and helped build the engine behind one of the fastest growing businesses in enterprise technology. Prior to joining Google, she was chief marketing officer of Adobe Experience Cloud, and chief marketing officer of Marketo, playing a critical role in Marketo's successful acquisition by Adobe in 2018.

"I couldn't be more excited to welcome Sarah to the Workday leadership team," said Aneel Bhusri, co-founder, CEO, and chair, Workday. "She's driven growth at scale for some of the biggest technology companies in the world, and has spent the last decade at the center of enterprise AI. As every organization actively navigates the future of AI to better manage their people and their money, Sarah's unique ability to translate complex technological shifts into compelling, customer-centric stories is exactly what we need."

"I am incredibly honored to join Workday at such a pivotal moment for enterprises and the humans that power them," added Kennedy Ellis. "We have entered an era where AI is fundamentally redefining how businesses operate and Workday sits at the center of that transformation, uniquely positioned to help organizations harness the power of their most vital assets—their people and their money. I look forward to working with the team to tell that story and fuel our next phase of global growth."

About Workday
Workday operates at the heart of the enterprise, HR, finance, and IT, where the margin for error is effectively zero. By tightly coupling AI with the context, guardrails, and trusted processes that run the business, Workday goes beyond AI that assists with work to agents that are capable of driving measurable outcomes. More than 11,500 organizations worldwide, including more than 65% of the Fortune 500, trust Workday to deliver. For more information about Workday, visit workday.com.

Forward-Looking Statements
This press release contains forward-looking statements including, among other things, statements regarding Workday's plans, beliefs, and expectations. These forward-looking statements are based only on currently available information and our current beliefs, expectations, and assumptions. Because forward-looking statements relate to the future, they are subject to inherent risks, uncertainties, assumptions, and changes in circumstances that are difficult to predict and many of which are outside of our control. If the risks materialize, assumptions prove incorrect, or we experience unexpected changes in circumstances, actual results could differ materially from the results implied by these forward-looking statements, and therefore you should not rely on any forward-looking statements. Risks include, but are not limited to, risks described in our filings with the Securities and Exchange Commission ("SEC"), including our most recent report on Form 10-Q or Form 10-K and other reports that we have filed and will file with the SEC from time to time, which could cause actual results to vary from expectations. Workday assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release, except as required by law.

Any unreleased services, features, or functions referenced in this document, our website, or other press releases or public statements that are not currently available are subject to change at Workday's discretion and may not be delivered as planned or at all. Customers who purchase Workday services should make their purchase decisions based upon services, features, and functions that are currently available.

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