

Michele Eggers

Michele is the Senior Director of Marketing Sciences, Technology, & Digital Experience @ SAS. She is responsible for empowering SAS' marketing organization with data, reporting & insights, analytics, journey management and operational rigor to deliver superior customer experiences. She is responsible for SAS' external and internal websites, and managing the overall Marketing Technology strategy.

Michele is analytically curious, and passionate about helping marketing organizations understand how technology can help them transform their organizations to more effectively market to digitally empowered customers.

Eggers received an MBA from the University of Illinois at Chicago with a concentration in marketing and technology, and a bachelor's degree in finance from the University of Illinois at Urbana-Champaign.