

Aimee Catalano

VP, PARTNER AND INDUSTRY SOLUTION MARKETING



Aimee “Cat” Catalano is the VP of Partner and Industry Solution Marketing at Pure Storage where she leads channel and alliance partner marketing, as well as industry solutions marketing efforts.

She was most recently the Vice President of Alliance Marketing at Citrix, where she built and led an organization responsible for go-to-market strategy with strategic alliances, global SI partners, top tier service providers and the company’s technology partner program called Citrix Ready.

In 2015 she was awarded the Silicon Valley Business Journal Women of Influence Award for her marketing leadership and advocacy of women in technology. Aimee joined Citrix in 2007 from the XenSource acquisition, where she ran channel and alliance marketing. With more than 18 years of experience in the enterprise marketing field, she has also held various roles for companies including IBM, Interwoven and Qumu. Aimee holds a Master of Business Administration from the Leavy School of Business at Santa Clara University, and a Bachelor’s degree in Marketing from San Jose State University.