

Liza Adams

VP, PRODUCT AND SOLUTION MARKETING



Liza Adams is a transformative leader with a passion for innovating to enable business growth and to change the way we work and live, as well as developing the next generation of leaders. As the VP of Product and Solutions Marketing at Pure Storage, Liza's mission is to develop integrated solutions, building demand and market awareness across the company's technology portfolio.

Prior to joining Pure Storage, Liza was VP of Solutions and Segment Marketing at Brocade and Head of Service Provider Strategic Marketing at Juniper Networks where she and her teams drove business growth with customer-centric go-to-market strategies and marketing approaches.

Liza and her teams are recognized for developing and launching some of the world's first cloud-based and managed network, security, and mobility services; establishing companies in leadership positions in key categories; and driving demand during her stints as VP of Marketing at Virtela (now NTT Communications) and Level 3 Communications. Prior to that, she held leadership roles in marketing, product management, sales engineering, and operations at WiTel/LDDS Worldcom. Liza was also an industry analyst covering leading-edge networking technologies, products, and services.

Liza has a Bachelor of Science degree in Electrical Engineering from the Missouri University of Science and Technology in Rolla, Missouri.