



**GLOBALIZATION
PARTNERS**



Heidi Arkinstall

Chief Marketing Officer

Heidi Arkinstall joined Globalization Partners in December 2021, as Chief Marketing Officer with responsibility across our Brand, Communications, and Product Marketing functions.

Heidi has over 25 years of experience in the global, strategic development of both enterprise and consumer brands in categories including technology, fintech, enterprise software, gaming, entertainment, real estate, travel, and consumer electronics.

With experience in roles on both agency and corporate side marketing, she has worked across brands including IBM, Samsung, PayPal, Electronic Arts and Logitech and has led the development and execution of multi-discipline campaigns across North America, EMEA, LATAM, and Asia Pacific.

Heidi's focus is on driving meaningful business impact through brand differentiation and building high-functioning, digitally oriented, and analytically driven capabilities that deliver business results. An authentic business leader, she is energized by working with, and developing dynamic people, teams, and organizations.

Heidi was named one of Forbes 'CMO Next 2021 - Marketers Transforming Business in a Changed World.' Originally from Sydney, Australia, she holds a Bachelor of Commerce in Marketing and Management from the University of New South Wales. She is currently based in the San Francisco Bay Area.
