

# ANDREW ANAGNOST | SENIOR VICE PRESIDENT, INDUSTRY STRATEGY & MARKETING

## AUTODESK EXECUTIVE BIO



Andrew Anagnost

Position: Senior Vice President,  
Industry Strategy & Marketing

Location: San Francisco, California, USA



He is responsible for overall marketing direction and resources for the company including the company's vertical and cross-industry strategy and marketing, business model transformation and evolution.

A member of CEO executive staff, Andrew Anagnost has more than 20 years of product, business and marketing experience that he brings to leadership of Industry Strategy and Marketing (ISM) for Autodesk.

Prior to this role, Dr. Anagnost was Vice President of Product Suites, Web Services & Subscription (SWSS) organization where he drove strategy and business development for the Design Suite Family and the Subscription offering. He was responsible for defining the business model that is helping to transform Autodesk from a desktop software provider to a hybrid desktop and online solutions provider.

Dr. Anagnost began his career at Autodesk as Partners Program Manager in 1997. During the six years that followed, Dr. Anagnost assumed the positions of senior director of marketing, director of new business development and director of product management. He was then transitioned to the role of senior director of marketing in early 2003 and promoted to senior director of CAD, CAE, and ETO products later that same year. In 2007, he was named Vice President of CAD/CAE products for the manufacturing division.

Prior to joining Autodesk, Dr. Anagnost was employed at Lockheed Aeronautical Systems Company as a composite structures engineer and later worked as a propulsion installation engineer. After leaving Lockheed, he completed a doctorate degree at Stanford University and spent several years under contract with NASA and as a NRC post-doctoral fellow. After his fellowship, Dr. Anagnost held positions in sales, marketing and product management for the ventured funded simulation vendor EXA Corporation.

Dr. Anagnost holds a BS in Mechanical Engineering from the California State University, and holds both an MS in Engineering Science and a PhD in Aeronautical Engineering and Computer Science from Stanford University.