



SIIA's Vision from the Top brings together thoughts and predictions on the future of the software and services industries. This compilation of interviews by CEOs of SIIA Member companies addresses trends in **security, enterprise mobility, social media, government technology**, various industry verticals and horizontal markets, and more. The publication is released annually at the [All About the Cloud](#) conference in San Francisco.

[Download the publication](#) or [purchase the book](#) .

Ten years ago, "software as a service" was a new addition to the software industry lexicon. Today, it is a driving force in the development of new software products. Two years ago, the world referred to "cloud computing" much as they did with "the Internet" in 1995. Today, business and government around the world are seizing the opportunities the cloud can deliver with great enthusiasm.

The evolution embraced by the software industry has yielded even greater innovations by companies in their products and services. It is no wonder, then, that our industry is able to withstand the challenging global economic times and help the rest of the world to grow out of it. But what is driving growth moving forward?

To find out, we took the pulse of chief executive officers across the software industry. Our goal was to provide thoughtful, experienced insight and perspective that can help you as you plan for the future. This publication offers the collective wisdom of 45 SIIA member CEOs. In less than 30 minutes, you can formulate your own opinion based on an examination of their points of view. -- *Rhianna Collier, VP for Software at SIIA*

[Acumatica](#) Ezequiel Steiner, CEO
[Agilis](#) Eileen Boergner, President
[AppFirst](#) David Roth, CEO & Co-Founder
[Appirio](#) Chris Barbin, CEO
[Aprigo](#) Gil Zimmerman, CEO & Co-Founder
[Avangate](#) Carmen Sebe, CEO
[Bill.com](#) Rene Lacerte, CEO & Founder
[Brivo Systems](#) Steve Van Till, President, CEO & Co-Founder
[Centah](#) Paul Sorrentino, Founder & CEO
[Clarizen](#) Avinoam Nowogrodski, CEO & Co-Founder
[Corent Technology, Inc.](#) Feyzi Fatehi, CEO
[Eloqua Limited](#) Joseph Payne, CEO
[Emillion Oy](#) Kjell Backlund, CEO
[FinancialForce.com](#) Jeremy Roche, CEO & President
[FPX](#) Audrey Spangenberg, CEO & Chairperson
[GoodData](#) Roman Stanek, Founder & CEO
[Govascend](#) Frank Traylor, CEO
[GovDelivery](#) Scott Burns, CEO & Co-Founder
[GroupFlier](#) Morris Panner, CEO
[Host Analytics](#) Jon Kondo, President & CEO
[Informatica](#) Sohaib Abbasi, Chairman & CEO
[InsideView](#) Umberto Milletti, CEO
[Intuit](#) Brad Smith, President & CEO
[Keynote Systems](#) Umang Gupta, Chairman & CEO
[Marketo](#) Phil Fernandez, President & CEO
[Montclair Advisors](#) Kevin Dobbs, Owner & Managing Partner
[NetSuite, Inc.](#) Zach Nelson, President & CEO
[Nexonia, Inc.](#) Neil Wainwright, CEO
[OpSource, Inc.](#) Treb Ryan, CEO
[Ping Identity](#) Andre Durand, Chairman & CEO
[Plex Systems, Inc.](#) Mark Symonds, President & CEO
[QlikView](#) Lars Bjork, CEO
[Red Hat](#) Jim Whitehurst, President & CEO
[RightNow CX](#) Greg Gianforte, Founder & CEO
[RM5 Software Oy](#) Markku Montonen, Chairman & CEO
[SaaShr.com](#) Bill Loss, CEO
[SafeNet](#) Mark Floyd, CEO
[Saugatuck Technology](#) Bill McNee, Founder & CEO

[Servoy](#) Jan Aleman, CEO

[StormSource Software](#) Robert La Loggia, President, CEO & Founder

[Symantec](#) Enrique Salem, President & CEO

[Wibu-Systems USA, Inc.](#) Marcellus Buchheit, President & CEO

[Xactly](#) Christopher Cabrera, CEO

[xAssets.com Ltd.](#) Paul Lambert, CTO & CEO

[ZirMed, Inc.](#) Jerry Merritt, President & CEO