



## **Trice Johnson**

### **Global Innovation Executive and Business Transformation Leader**

Trice Johnson is a globally recognized business and technology innovation executive with over 20 years of experience in solving complex industry challenges through digital transformation and emerging technologies. Trice's ability to work across diverse industries and regions, combined with her strategic leadership, has enabled her to drive successful digital transformations and deliver significant value to organizations worldwide.

She has tackled a wide range of global issues, such as operational inefficiencies, market competitiveness, business growth acceleration, and technological adoption barriers, by leveraging advanced solutions in Artificial Intelligence (AI), Machine Learning (ML), Generative AI, Blockchain & Distributed Computing, Internet of Things (IoT), Mixed Reality (MR), and Advanced Data & Intelligence Platforms.

Her extensive global experience includes leading a HoloLens Mixed Reality project for the utility industry at the Israel Electric Company in Haifa, launching a large-scale AI/Machine Learning project in Bangkok, Thailand, collaborating with mining companies in Melbourne and Sydney, Australia, on AI and ML technologies within HoloLens, developing an end-to-end IoT platform for agriculture in New Zealand, leading an IoT and AI project for connected vehicles within an automotive cloud-based platform in Zurich, Switzerland, and working on various HoloLens projects in the automotive industry in Berlin, Germany.

At Microsoft, Trice spent close to a decade in global sales and architecture strategy, technology innovation, and digital transformation leadership roles. She played a pivotal role in leading digital transformation initiatives for hundreds of B2B and B2C clients. As Senior Global Leader of Cross-Cloud Innovation Strategy, she led a startup incubation team within the Worldwide Commercial Business Sales organization, integrating Microsoft's product suite to enhance business outcomes. Her strategic leadership contributed to over \$1 billion in net new revenue, emphasizing data-driven insights and competitive differentiation.

During her tenure at Salesforce, Trice served as Vice President of Innovation Strategy and Customer Success, where she led enterprise-wide strategic planning by scanning the global market to deeply understand opportunities for enhanced impact. She developed and drove ambitious yet achievable strategies for growth that contributed to Salesforce's \$20 billion revenue business. Trice worked closely cross-functionally with executive leaders to drive smart growth strategies, increase the existing customer base, explore new and emerging opportunities for long-term growth, and leverage advanced intelligence to build predictive growth.

Trice also brings significant management consulting experience, having worked with Accenture and other leading firms. Her roles have included CTO-level architecture, strategy development, sales infrastructure, and customer success, enabling her to drive strategic initiatives across diverse industries. In addition to her corporate experience, Trice has dedicated many years to working with startups, including founding and leading her own ventures. Her focus has been on providing strategic direction, funding and investor relations, sales acceleration, team leadership, and operational excellence. She has empowered startups at every stage, offering insights into market trends, customer needs, and competitive landscapes to position them effectively for growth.

Currently, Trice serves as a Fractional Executive Consultant for multiple clients in the Small and Medium-sized Enterprise sector, specializing in business strategy & development, sales & go-to-market (GTM) frameworks, strategic architecture, and growth strategies for SMEs investing in AI/GenAI, Blockchain, IoT, VR/AR/MR, and other emerging technologies. She leverages her extensive experience to empower CxOs with transformative strategies, fostering innovation and driving sustainable growth.

Trice is passionate about empowering businesses, startups, and nonprofit leaders to realize their distinct innovative capacities and attain success beyond conventional boundaries. Her personal passions include working with many nonprofit organizations to mentor and empower women and youth underrepresented in STEM fields.

She is known for her strategic vision, innovative mindset, and ability to lead cross-functional teams to achieve remarkable results. Her passion for technology and dedication to fostering growth and innovation make her a valuable asset to any organization seeking to thrive in the digital age.

#### Education & Certifications:

- BS in Business Management, University of Phoenix, 2009
- University of Houston, 1998-2001
- MIT Sloan: Artificial Intelligence: Implications for Business Strategy
- Microsoft Implementing Azure Data Solutions – DP 200
- Microsoft Azure Cloud Fundamentals – AZ- 900
- INSEAD World School of Business Executive Business & Financial Acumen Certification
- IASA Architecture Foundations
- SOA Architect Courses
- TOGAF Architecture Program
- ITIL Foundations Certification
- CSC Catalyst BA Architecture/Project Management
- FuegoBPM™ Designer
- Business Process Management (BPMS)

#### Networks/Affiliations:

- GLG Network Consulting Expert (2 years)
- Advisory Board Member, Time 2 Give, Inc. (2 years)

- Executive Board Member, World Youth Foundation, Inc. (12 Years)
- Board of Directors, TechStreet (SmartCity) Houston (3 Years)
- Guiding Coalition, US2020 STEM Challenge (1 Year)
- Executive Committee Member, NASA Small Business (3 Years)
- Board President, International Institute of Business Analysis (4 Years)
- Supply Chain Facilitator, University of Houston (4 Years)