

**Doug Farber**  
Managing Director  
Enterprise, Asia Pacific  
Google



Based in Singapore, Doug Farber is the Enterprise Managing Director for Google Asia Pacific. He is tasked with building out the organization to sell Google's Enterprise solutions across the region. Google's Enterprise solutions include enterprise search products (such as Google Search Appliance and Google Mini) and Google Apps, a suite of online communications and collaboration tools for businesses, schools and governments.

Previously, Doug was the Vice President of Operations for [salesforce.com](https://www.salesforce.com) Asia Pacific. He was a member of [salesforce.com](https://www.salesforce.com)'s the Asia Pacific Executive Team, responsible for the Go-To-Market Strategy and Sales Deployment model for [salesforce.com](https://www.salesforce.com)'s rapid organisational expansion across Asia Pacific. He was tasked with the creation of operations infrastructure in the region, including structuring and expanding the [salesforce.com](https://www.salesforce.com) organisation as well as improving sales and business process effectiveness.

Prior to this role, Doug was the Vice President, Marketing Asia Pacific for [salesforce.com](https://www.salesforce.com), based in Sydney. His responsibilities included strategic planning, corporate and product marketing, business development and alliances, as well as the launch of [salesforce.com](https://www.salesforce.com) into new geographies.

Having joined [salesforce.com](https://www.salesforce.com) in 2000, Doug was previously located at [salesforce.com](https://www.salesforce.com) headquarters in San Francisco, where he was responsible for corporate and product marketing activities for [salesforce.com](https://www.salesforce.com)'s international expansion. During this time, he was instrumental in launching the company in Europe and Japan, and has contributed significantly to market development in Asia Pacific.

He has helped design [salesforce.com](https://www.salesforce.com)'s multi-currency capabilities, overseen localisation of [salesforce.com](https://www.salesforce.com)'s application into 10 languages, and developed curriculum and ongoing training for all worldwide sales staff. He is also a Steering Committee Member for [salesforce.com](https://www.salesforce.com)'s Foundation and will be establishing its presence in Australia and Asia Pacific.

Prior to joining [salesforce.com](https://www.salesforce.com), Doug spent seven years with Oracle Corporation in a variety of sales, marketing and business development roles. He worked for Oracle in San Francisco, Hong Kong, Kuala Lumpur and Singapore. His roles included: Director of Marketing for Oracle Hong Kong, Asia Pacific Director of Internet Services and Electronic Commerce and Asia Pacific Director of Intel Solution Sales. His key achievements included running the marketing of Oracle's fastest growing subsidiary in Asia, developing Oracle's first Internet Business Plan in Asia, as well as establishing the Intel Solutions Team in Asia Pacific. This included designing a business plan to manage a cross-functional team for delivering \$US 23 million in software license revenue and 131per cent growth.

Before his Oracle tenure, Doug spent three years working for Andersen Consulting in San Francisco and Melbourne working in Andersen's Telecommunication's Group.

Doug graduated from the Pennsylvania State University with a degree in Quantitative Business Analysis and a minor in Economics.