

Meyleen Beichler

GVP, Global Transformation

Rimini Street



Ms. Beichler brings over 30 years of marketing and leadership experience and an extensive track-record building companies to scale. Ms. Beichler was instrumental in leading the field marketing and corporate teams in Rimini Street's 2017 Initial Public Offering.

At Rimini Street, Ms. Beichler oversees the Office of the CMO, serving as an advisor to the global marketing leadership organization, facilitating effective decision-making, driving strategic initiatives across cross-functional teams, and managing performance. Ms. Beichler oversees global marketing operations which serves corporate marketing and field marketing in over 15 countries. This division of marketing is responsible for strategic planning and budgeting, as well as the technology and processes which ensure operational excellence.

Ms. Beichler has led a range of marketing functions at Rimini Street, including lead generation, events, and field marketing, with passion and focus around driving business for the field and success with clients. Her areas of expertise include salesforce automation, closed-loop lead generation process, integrated direct marketing, webinars and events, and vertical marketing and segmentation.

Prior to joining Rimini Street, Ms. Beichler served as director of marketing at other leaders in Silicon Valley, including Identity Engines, I-Many (acquired by Revitas), Inxight Software (acquired by BusinessObjects), and Calico Commerce (IPO in 1999). Ms. Beichler hold a Bachelor of Science in Computer Science (with a minor in marketing) from Louisiana State University, giving her a powerful marketing skillset of being results-driven, highly analytical and creative.

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ABOUT RIMINI STREET

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The company offers premium, ultra-responsive and integrated application management and support services that enable enterprise software licensees to save significant costs, free up resources for innovation, and achieve better business outcomes. Global Fortune 500, midmarket, public sector, and other organizations from a broad range of industries rely on Rimini Street as their trusted enterprise software products and services provider.