

# Karen Becker

VP, Integrated Global Campaigns

**Rimini Street**



Ms. Becker has over 25 years of experience leading global marketing organizations in both B2B and B2C companies. She is adept at driving change, building new organizations, and developing and driving marketing strategies to build demand and increase customer loyalty and retention.

At Rimini Street, Ms. Becker serves as the Vice President of Integrated Global Campaigns. In this role, she leads a cross-functional team and is responsible for driving business growth and enabling global marketing execution through the development and delivery of global campaigns, events, and programs that compel clients and prospects to take action.

Prior to Rimini Street, she held marketing leadership positions at companies that include Acuity Brands, Autodesk, Sun Microsystems, and Zillow Group.

Ms. Becker attended San Jose State University and the University of Guadalajara where she studied Spanish and Public Health.

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## ABOUT RIMINI STREET

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