# AWS appoints new CEO and restructures leadership team to enhance market position



In response to increasing competition in the cloud computing and artificial intelligence sectors, Amazon Web Services (AWS) is undergoing significant leadership changes under the direction of newly appointed CEO Matt Garman. Garman, an Amazon veteran with 18 years of experience within AWS, took over the reins in June, succeeding Adam Selipsky, who held the position for three years. Garman's background includes steering AWS's sales and marketing initiatives prior to his promotion.

Since stepping into his role, Garman has initiated changes aimed at strengthening AWS’s market position, notably consolidating global sales teams to enhance efficiency and collaboration. One key addition to his executive team is Julia White, who joined as the Chief Marketing Officer (CMO) in November. White, who previously held significant roles at SAP and Microsoft, is expected to play a crucial role in the development and execution of AWS's global marketing strategy. In an email regarding her appointment, Garman stated, “Julia will join my leadership team and further develop and execute our global marketing strategy, playing a pivotal part in AWS’s growth.”

The organisational structure beneath Garman comprises 11 executives, each tasked with specific segments of AWS operations. Among them is Peter DeSantis, Senior Vice President of AWS Utility Computing, who has been instrumental in building the company’s technology infrastructure since its inception. Prasad Kalyanaraman serves as Vice President of AWS Infrastructure Service, overseeing crucial infrastructure and network services, while Colleen Aubrey, who moved to AWS earlier this year, leads the unit for business applications.

Additionally, Elizabeth Baker holds the position of Vice President for Private Pricing, managing custom agreements and discount structures for customers based on their usage patterns. Werner Vogels, widely recognised as the Chief Technology Officer of Amazon, also maintains a significant role within AWS, acting as a spokesperson for the company's cloud products.

Greg Pearson is responsible for AWS Global Sales, having recently combined various global sales teams under his leadership, while Kathrin Renz oversees the organisation that caters to industry-specific AWS products. Laura Grit serves as a distinguished engineer and technical advisor to Garman, bringing extensive expertise from her previous role in transitioning Amazon's data infrastructure to cloud services.

Ruba Borno heads the newly formed unit for AWS Specialists and Partners, while Uwem Ukpong directs the AWS Global Services Organisation, a division encompassing training, professional services, customer support, and security.

As the AWS leadership team adapts to a dynamic technology landscape, these strategic appointments and structural changes reflect a concerted effort to solidify AWS's position amidst intensifying competition in cloud services and artificial intelligence innovation. The ongoing evolution within AWS underscores the relevance of agile and effective leadership in navigating the future of technology in business practices.

Source: [Noah Wire Services](https://www.noahwire.com)

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