

## Peter Coffee

VP for Strategic Research at Salesforce



Peter Coffee, VP for Strategic Research at Salesforce, has been with the company for twelve years since joining the company as its first Head of Platform Research. He currently supports Salesforce efforts in CIO and developer engagement; in regulator and stakeholder discussions, including information security technology and practice; and in collaborations with research teams in both the commercial and academic communities, with emphasis on connection and collaboration models for new device types and "big data" opportunities.

Prior to joining Salesforce, Peter spent eighteen years as a technology analyst and columnist for publications including *eWEEK*, *PC Week*, *PC Tech Journal*, *Computer Language* and *AI Expert*, while authoring the Que Publishing titles *How to Program Java* and *Peter Coffee Teaches PCs*. He was also a chapter contributor to Wiley's *Auditing Cloud Computing: A Security and Privacy Guide* and to Prentice Hall's *Nanotechnology: Science, Innovation, and Opportunity*. His current contributions to the UK web site *Diginomica* are catalogued at <https://diginomica.com/author/petersalesforce/>

His prior work included serving as the first Manager for Desktop Computing Planning at The Aerospace Corporation in El Segundo, California, where he also worked in space-asset applications of AI techniques; before that, he held project management roles at (what was then) Exxon Corporation in synthetic fuels, polymer finishing and arctic resource development. He received his engineering degree from MIT in 1978 and an MBA from Pepperdine University in 1985.

Peter has held faculty appointments at UCLA (expert-systems programming), Pepperdine University (IT management), and Chapman College (business analytics), while also lecturing at Stanford, CalTech, Harvard Business School, and the Sloan School of Management at MIT as well as institutions in India, Singapore, Italy and Spain. He advises on curriculum and degree program planning in analytics and "big data" initiatives at Pepperdine, Marymount California University, and the University of Montana.

## **Key Note: Not in the College Catalog?**

The jobs of the future are not described by the lists of degree requirements, or even the names of the departments, of most of our academic centers or corporate training organizations. Roles like "Virtual Reality Architect" or "Cryptocurrency Analyst," to mention two examples offered by futurist Thomas Frey, exist in the intersections of what we treat today as separate disciplines like mathematics, visual arts, and law. Peter Coffee brings the global perspective of recognized innovation leader [salesforce.com](https://www.salesforce.com) to the question of what skills will have the greatest future value; he will offer a road map for technologies and practices of accelerated, continuing education that require vigorous leadership and advocacy to build into programs for a "future" that is already here.