

**Karla Ferry** is the Global Account Director at TIBCO Software, a position that she has held since 2003.

Karla is a senior sales executive with expertise in enterprise Business Intelligence software, working within the life science industry. She is responsible for selling software and consulting services to executives across all functional areas of life science companies. She has global responsibility for top pharmaceutical accounts including creating and implementing account strategy, financial goals, and organizing multi-functional and multi-site staff.