

## **Lori Freeman**

### **Global GM and Vice President Salesforce for Nonprofits**

Lori Freeman is a dynamic and accomplished executive with extensive experience in product management, marketing, and strategy, particularly within the nonprofit sector. Currently serving as the Global GM of Salesforce for Nonprofits, she leads a global team responsible for product management, and industry solutions. With a proven track record of developing go-to-market strategies and driving product innovation, she has consistently delivered sector drive solutions that scale. She is a distinguished expert in nonprofit technology solutions and building strong cross-functional and cross-sector relationships. With over 30 years of experience in the nonprofit sector, Lori has led numerous high-impact projects aimed at integrating technology into the social sector. With a Bachelor of Science in Family Studies and Human Services from Kansas State University, Lori is passionate about leveraging technology to drive social impact all in effort to help the helpers.