

# WOMEN A FORCE IN BUSINESS

NOVEMBER 16, 2021 > RALEIGH CONVENTION CENTER WITH VIRTUAL OPTION

**Paula Henderson**  
**Executive Vice President and Chief Sales Officer, Americas**  
**SAS**

Paula Henderson leads teams across the Americas in industries such as government, financial services, health care, life sciences, consumer packaged goods, manufacturing, energy, and telecommunications. She partners with industry leaders to create transformational digital solutions designed to modernize and optimize the performance of corporations and communities.

Since joining the company in 2002, Henderson served in key leadership positions at SAS. Her most recent role as Senior Vice President of US Commercial and Government Sales accounts for 40% of the company's total revenue. Henderson is inspired by the endless possibilities of using data and analytics to make a difference.

