



Deena LaMarque Piquion

Chief Growth & Disruption Officer

Deena LaMarque Piquion was named chief growth and disruption officer, effective January 2024. In this role, Deena is responsible for all activities under revenue and pricing operations, digital sales, marketing and external communications.

Prior to her current role, she served as Xerox's chief marketing officer, leading all aspects of global marketing and enabling go-to-market teams to generate revenue and build awareness and demand for Xerox, its offerings and new businesses. Before that, she was senior vice president and general manager of Xerox Latin America Operations. Deena has extensive P&L ownership and go-to-market experience. Prior to joining Xerox in 2019, Deena was with Tech Data Corporation for 19 years, most recently serving as vice president and general manager of Latin America & Caribbean.

Deena is a member of the Advisory Board of Teach for America Miami Dade County, a nonprofit organization dedicated to educational equity and excellence. Deena was awarded the Florida Diversity Council Glass Ceiling Award in 2016, was selected as a CRN Women of the Channel Honoree in 2017 and was named to Diversity First's Top 50 Women in Tech 2021 and Top 100 CMOs in 2022. Deena is actively engaged in her community and passionate about supporting children's cancer research and diversity and inclusion in technology. She is a dynamic blogger who created her own personally branded platform to share tips on personal and professional growth with an engaged following in the industry.

Deena is also the executive sponsor of the Xerox Leadership Association, one of Xerox's ten Employee Resource Groups.

Deena holds a Master of Science in Foreign Service degree from Georgetown University and a Bachelor of Science degree from Vassar College. Deena also completed an executive leadership program in Women's Leadership at Yale University.