

Matthew Jacobs currently serves as Digital Transformation Executive, GTM Industry Lead, Public Sector at Salesforce. He is responsible for developing and implementing the go-to-market execution strategy for Salesforce Global Defense Industry Solutions.

Matt served twenty-two years on active duty as a Supply Corps Officer within the United States Navy. Matt's operational tours included two sea tours on surface ships, USS Cole (DDG 67), and USS Fitzgerald (DDG 62) where he served as a Supply Officer responsible for logistics operations to include maintenance and repair operations (MRO) for ship systems, food service, retail operations, pay operations, and repair part inventory management.

Matt also was a by-name request from Commander, International Security and Assistance Force (ISAF), a NATO-led security mission in Afghanistan to lead a team within an anti-corruption task for focussing on targeting financial and material support networks funding insurgent organizations such as the Taliban and the Haqqani Network. Matt created and led a cross functional team of forensic accountants and military analysts tasked with "following the money" and counter threat finance, resulting in mitigation of malign behavior, impeding contracting with the enemy, and asset recovery.

Matt's main area of expertise is within federal financial management. As a recognized expert in defense budgeting policy and practice based on his ACAT I acquisition business and financial management experience, he spent the last 8+ years of his active duty career as a Military Assistant Professor within the Graduate School of Business and Public Policy at Naval Postgraduate School in Monterey, CA. During this time, Matt developed and delivered financial management courses in budget theory, practice, and policy for unique accredited masters programs for over 1000 students.

Prior to joining Salesforce, Matt led the Naval Air Systems Command and Chief of Naval Operations (OPNAV) business, responsible for profit and loss (P&L) and all staff, at Guidehouse (formerly Pricewaterhouse Coopers Public Sector). In addition, Matt led Department of Navy Account growth coordination efforts from a lead generation and qualification perspective and was responsible for \$2B in sales pipeline development.

Matt is a veteran of the U.S. Navy and holds a BA from the University of Colorado, an MBA from the University of Maryland, and an MS from the University of Virginia, Darden School of Business, in Business Analytics.

Matt enjoys spending time with his family and spending time on the water, especially if it's related to sailing or fly fishing.