



**Salim Ali** <https://www.linkedin.com/in/salimali/>  
**CEO, Loyakk Inc. (Palo Alto, CA)**

Salim runs Loyakk, Inc. and is a frequent speaker on Blockchain and its impact on Enterprises. Salim has been instrumental in defining Loyakk's Blockchain-powered Enterprise Relationship Management Platform from the ground up. Melding the two distinct worlds of Blockchain and Enterprise Applications with focus on enabling new decentralized business models for Enterprises is Salim's key focus.

Salim has rich Enterprise Software dna with deep experience building and marketing solutions at billion \$ scale across very large companies and startups. His experience spans Blockchain (since 2015), Enterprise Applications (CRM, ERP), Big Data Platforms (SAP HANA), replication/backup and systems management applications.

Prior to Loyakk, Salim was Group Vice President, Marketing at SAP and deep in the world of enterprise solutions with revenue KPIs of \$6B. Functional experience across SAP, Veritas, Tibco, Network Equipment Technologies and mobile startups (DoDots, FusionOne) has spanned Marketing, Product Management, Field Enablement and Partner Marketing

Salim has an MBA from The Kellogg School @ Northwestern, with an MS (Computer Science) from Louisiana State University.