

## Tien Tzuo, Founder & CEO, Zuora



Tien Tzuo is the Founder and CEO of Zuora. Beginning in 2007, Tien evangelized the shift to subscription-based business models coining the phrase “Subscription Economy.” In an effort to empower this new economy, Tien spent 10 years building an award-winning subscription management platform capable of powering any subscription business, and to solve the complex billing structures they inherit. Before Zuora, Tien was one of the 'original forces' at Salesforce, joining as employee number 11. In his 9 years at Salesforce (1999-2008), Tien built its original billing system, later serving as Chief Marketing Officer (2003-2005), and Chief Strategy Officer

(2005-2008). Tien is the author of the best selling book, “SUBSCRIBED: Why the Subscription Model Will be Your Company's Future - and What to Do About It.” published in 2018. As a leader in the Subscription Economy, Tien has been on the cover of Forbes AI and profiled in stories by Forbes, Fortune and the Wall Street Journal. He received the SIIA 2021 CODiE Lifetime Achievement Award in Business Technology and was named Entrepreneur of the Year by Ernst & Young in 2016 and CEO of the Year by The Silicon Valley Business Journal in 2018. He has spoken at the G-20 Summit, Web Summit, Dell World, and SaaStr. Tien holds a BS in Electrical Engineering from Cornell and an MBA from Stanford’s Graduate School of Business. He is a member of the board of directors of Network For Good and from July 2020 to July 2022 he was also a member of the board of directors of Vonage, which was acquired by Ericsson in July 2022.