

# Center for Digital Transformation

UCI Paul Merage School of Business

## Advisory Board

**Philip Potloff**

**Head of Enterprise Strategy**

**Amazon Web Services**

Philip Potloff currently works as the Head of Enterprise Strategy at Amazon Web Services. Previously, he was CIO and COO of Edmunds' Technology, Analytics, Editorial, Data and Sales Operations groups. Philip joined Edmunds.com in 2005 and has more than 20 years of experience in technology and product development.

He previously held technology leadership positions with the speech recognition software company, Nuance Communications and RealNames, a natural language search engine. Philip graduated from UCLA with a B.A. in Economics.