



Rebecca Sanda
Head of Marketing, Asia Pacific & Japan
Bloomberg L.P.

Rebecca has led Bloomberg's first central marketing team in Asia since its inception in 2010. In this role, she is responsible for aligning global product strategy with local sales execution across the region, developing innovative marketing plans to support business goals, and ensuring her team remain motivated to deliver with excellence in all they do.

Prior to joining Bloomberg, Rebecca spent nine years at Oracle where she held both marketing and corporate communication roles in the US and Asia. She began her career on the agency side as a public relations account manager in San Francisco, Hong Kong and Singapore.

Rebecca has earned a BA in International Relations from Boston University, and an MBA from the University of Chicago Booth School of Business. Her love of the road less traveled has led her to work, play and dive in more than 60 countries. Her love for her family always brings her back to Singapore, where she has been a permanent resident since 2002.