



Melissa Kaplan

Chief Digital Advisor, Microsoft

As a Digital Advisor, Melissa assists senior business leaders in imagining, envisioning and designing their future digital state.

This is done through relationships with the CxOs of Microsoft clients, existing and new, guiding them through establishing and delivering transformation programs, in partnership with Microsoft, to ensure successful outcomes.

Her passion is as a digital transformation evangelist within Microsoft and the wider business community.

Melissa has over 20 years' experience designing and implementing leading-edge digital and technology solutions and strategies across a wide range of clients in multiple industries and government, in Australia, the United States and Europe.

Melissa has worked as a global product manager for Australian and multi-national technology companies, managing clients on the Forbes 100 list. This experience has provided her with the in-depth knowledge required to deliver large complex solutions to meet client requirements.

Her expertise in digital, knowledge, information and data systems means she is able to create innovative outcomes for her clients founded on proven technologies and platforms. Since 2009 Melissa has focused on the development and delivery of digital customer communication solutions. These solutions focus on 'anywhere' personalised messaging ensuring an engaging customer experience.

Melissa is passionate about digital and new media innovation. She has published papers on the application of digital technologies on the customer experience and the impact of digital on the future of information management. She has presented at multiple industry and technical forums on the application of new and future technologies to improve the customer experience.