

# Tricia Atchison

Group Director

Worldwide Partner Enablement & Marketing



# THE IMPACT OF DEFINING MOMENTS





**UCF**

## Marketing Major @ UCF

**“I don’t care what you major in, you just need to get good grades.”**

**Bill Broyles**  
(Tricia’s Dad)



## First Channel Role

“It took me quite a long time to develop a voice, and now that I have it, I am not going to be silent.”

**Madeleine Albright**

Former US Secretary of State



## First Half Marathon

**“If you have the courage to fail, then you have the courage to succeed.”**

**Shalane Flanagan**  
U.S. Olympic Marathoner



## First VP Role

**“Run to the fire; don’t  
hide from it.”**

**Meg Whitman**

Former CEO & President, HP



## My Tribe

“Make every day count. Whether it’s to be productive, rest, work, learn, connect or play we can’t wait for someday, we need to embrace each day given and make the very most of it. Every choice we make creates the life we live, choose well!”

**Merrill Frailey**  
Life Coach





# Why Citrix?



# CITRIX® SNAPSHOT

## WHO

Citrix powers a better way to work by delivering the experience, security, and choice people and organizations need to innovate, engage customers, and be productive – anytime, anywhere.

## SOLUTIONS

Digital Workspace | Networking | Analytics

## CUSTOMERS

400,000+ | 99% of the Fortune 500  
10,000+ Partners | 100 Countries

## PERFORMANCE

**Revenue:** \$2.97 Billion | **Growth:** +5% YoY |  
**Subscription Growth:** +45% YoY | **CTXS**  
**Value/Share:** +51% YoY  
**Market Cap:** \$15.3 Billion

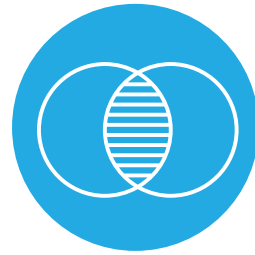
# CITRIX STRATEGIC PRIORITIES



## ACCELERATE

TO THE CLOUD

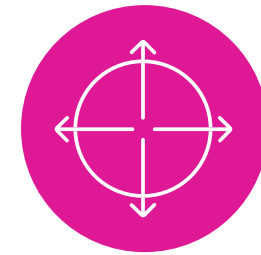
to help companies work  
the way they want



## UNIFY

OUR PORTFOLIO

to simplify user and  
IT experiences



## EXPAND

TO NEW AREAS

to meet the demands  
of the future

Reflect on your  
defining moments  
and use them to  
create *your* story.



