

VOICE OF THE COLLEAGUE

TESTIMONIALS FOR HEATHER ROLETTE

Summary of Workday, LinkedIn, and HPE Sales Incentive feedback received in documented systems.

Contents

<u>Workday Workmate Testimonials</u>	4
<u>LinkedIn Colleague Testimonials</u>	15
<u>Event Attendee Testimonials</u> – Internal Sales Incentive	18

Executive Endorsement & Peer Validation

THE "SOCIAL PROOF" OF IMPACT

A high-growth leadership profile defined by strategic agility and the ability to scale complex global operations.

Prior to the February 2026 organizational restructure, I was formally submitted for promotion by the SVP, GTM Strategy, Planning, and Activation—a move that validated my impact as a key architect of our Go-to-Market strategy. While the ***Workday reduction in force prevented the final administrative realization*** of the promotion, it stands as a testament to the leadership and results I delivered at the highest levels of the organization.

This document captures the 'voice of the colleague;' testimonials validating my achievements in driving **millions of dollars in pipeline, leading global programs, and aligning cross-functional processes** to improve outcomes.

All entries are as-entered, including spelling and grammar, with exception of bold and italic format.

KEY LEADERSHIP PILLARS (AGGREGATED PEER FEEDBACK)

- **Strategic Architect & Operator:** Consistently cited for the ability to "see around corners," turning high-level vision into operational reality across North America, APJ, and EMEA.
- **Operational Excellence:** Recognized as a "master of the details" who never loses sight of the big picture.
- **Cultural & People Leadership:** Peer feedback highlights a "servant-leader" mentality combined with a "go-getter" drive—someone who builds high-trust environments where global, matrixed teams thrive.
- **Organizational Scalability:** Frequently identified as the go-to partner for navigating ambiguity and optimizing cross-functional workflows to remove friction at scale.

VOICE OF THE COLLEAGUE

THE "SOCIAL PROOF"

WORKMATE TITLE	FEEDBACK	FEEDBACK BADGE	DATE RECEIVED
Workday Outstanding Contributor Award - Profitability	Heather successfully streamlined the strategic post-event follow-up for Workday Rising NA by establishing a unified demand process framework with cross-functional alignment . This optimized process , supplemented by innovative digital tools, was business-critical as it accelerated seller efficiency , driving active sales engagement with 96% of 5,150 key accounts within just 15 business days. The immediate impact on the business is substantial, influencing \$139.90M in S1 ACV pipeline. She has demonstrated repeatable, scalable value by now replicated this highly effective process for Workday Rising EMEA. Congratulations! <i>[Awarded to less than 1% of the company]</i>	Profitability	12/4/2025
Sr Director, Experience Marketing, Events & Executive Experiences	Recognized for Employees in Workday STAR - Heather, thank you for driving the post event follow up for Rising EMEA, always supportive, joining endless calls and answering myriad questions! Recognized on 11/26/2025	Employees	11/26/2025
Principal, solution Consult Sales Enablement	Recognized for Customer Service in Workday STAR - Heather and Katie thank you so much for your help on all things SDR follow up for Rising!! I am so excited we were able to use Consensus for all our follow up and appreciate your partnership on this initiative so much!!! Recognized on 09/29/2025	Customer Service	9/29/2025
SVP Global Revenue Operations, Global Customer Operations	Thank you very much for ALL the work here. A lot of moving parts but you have it all under control . Thanks so much for driving!		9/24/2025
Sr Director, Event Strategy, Events Management	Recognized for Innovation in Workday STAR - I wanted to give a huge shout-out to Heather and Keaton for their exceptional work on today's Workday Rising sales enablement session and demo. The 'Supercharge Your Pipeline' session was easily the most effective we've had to date . What really stood out was your thoughtful approach to the session—you didn't just share information; you delivered it in a way that resonated with our sales team and gave them a tangible blueprint for converting event engagement into measurable pipeline . This kind of preparation will be a game-changer for Workday Rising , and I'm confident it will help us achieve a real and lasting impact. Thank you both for your incredible effort and dedication! Recognized on 09/08/2025	Innovation	9/8/2025

VOICE OF THE COLLEAGUE

Director, Sales Development, North America	Recognized for Innovation in Workday STAR - Heather, thank you for ALL that you do to set our teams up for success , capitalizing on Rising. You are so thoughtful when crafting a new process making it as effective as possible for the end user. I learn something new from you every time we meet, thank you for inspiring me! Recognized on 08/28/2025	Innovation	8/28/2025
Sr Director, Demand CoE, GTM Strategy & Planning	Recognized for Innovation in Workday STAR - Thanks Heather for the AMAZING work you have done managing all the cross-functional top priority programs , including Rising Demand Gen! Your ability to connect dots, drive to outcomes and bring people together is incredible. You are consistently looking for ways to bring in new and innovative ideas , really appreciate all your efforts! Recognized on 08/27/2025	Innovation	8/27/2025
Sr Principal, Global Initiatives Leader, Events & Executive Experiences	Heather Rolette thank you for getting me up to speed on this project. I appreciate that you make decision making so easy and your feedback makes so much sense . Onward to more things!		8/8/2025
Business Systems Analyst, Business Technology - Qualify	Recognized for Integrity in Workday STAR - I wanted to extend a huge thank you to both for your incredible commitment and leadership on the Marketing Calendar project! Your engagement at UAT and significant contributions to enablement were pivotal in moving this project forward. I'm excited to keep working with you on continuous improvement of the Marketing Calendar and new initiatives to help improve event management in Salesforce. Recognized on 08/01/2025	Integrity	8/1/2025
Principal, Experience Marketing Manager, EMEA Events Management	Recognized for Employees in Workday STAR - Great to be working with you on Rising EMEA again, thank you for all that you do for our event follow up process - you are amazing! Recognized on 07/31/2025	Employees	7/31/2025
Director, Product Management, Marketing Technology	Recognized for Employees in Workday STAR - Thanks Rocky, Ryan, Elaine and Heather for a great presentation in the Decoding MarTech series about Rainfocus and Vivastream!! The content was crisp , show cased all the different components required to launch an event like Rising, how data is passed from RF to our various systems and finally how the data is shared with sales using Vivastream. Great team work!! Recognized on 07/28/2025	Employees	7/28/2025

VOICE OF THE COLLEAGUE

VP, Events & Executive Engagement, Marketing	Just a quick note to say how absolutely thrilled we are to have you back in the role - your leadership is exactly what we need to drive another wildly successful Rising post-event follow-up/demand gen strategy. Your experience and steady hand bring the clarity, speed, and urgency this moment calls for. We're so grateful to have you back in the mix!		7/15/2025
GTM Operations Analyst, Revenue Operations - Strategic Pipeline Programs	I'm truly grateful to have you as such a fantastic mentor and peer . I genuinely enjoy working alongside you and learning so much from such a talented, inspiring, and professional woman . I'm really looking forward to partnering with you on more IPP projects or any other initiative we might tackle together.	Teamwork	5/5/2025
Sr Sales Asset Manager, Prospecting Effectiveness	Recognized for Innovation in Workday STAR - Thank you for hosting the AI Promptathon . It was lots of fun and I learned a lot! Recognized on 04/28/2025	Innovation	4/28/2025
Sr Program / Portfolio Manager, Revenue Operations - Demand Program Mgmt	Recognized for Innovation in Workday STAR - Thank you for putting together the AI Promptathon for our team! You are always leading the pack in innovation! Recognized on 04/24/2025	Innovation	4/24/2025
Sr Director, Strategic Business Development, GTM Strategy & Planning	Recognized for Employees in Workday STAR - Hi Eric and Heather – Thank you for jumping in and creating strong alignment across marketing, demand, sales play and SDR/AE execution for the FINS Back-to-Base go-to-market. You bringing your experience and input early into the process, has been helpful in ensuring an effective play through cross-functional aligned activities at the same time. Grazie mille Recognized on 03/28/2025	Employees	3/28/2025
Sr Director, Sales Orchestration, Sales Strategy & Operations	Recognized for Employees in Workday STAR - heather - thanks for your partnership on ensuring our Pipeline Planning processes are effective and timely . You've done a great job stepping into this new IPP role! happy to be partnering with you on it! Recognized on 03/25/2025	Employees	3/25/2025
Sr Business Systems Analyst, Lead to Opportunity Sales Systems	Thank you so much for your kind words and recognition. Your leadership throughout the process played a pivotal role in the program's success. It was a pleasure working with you. Thanks again for your thoughtful note!		1/2/2025

VOICE OF THE COLLEAGUE

SVP global Revenue Operations, Global Customer Operations	Recognized for Innovation in Workday STAR - Great job on the Rising customer incentive programs! The influence on millions in pipeline and closed/won business—plus the collaboration with Product, Marketing and CX —demonstrated the strong value prop Rev Ops brings to our stakeholders. Recognized on 12/30/2024	Innovation	12/30/2024
Sr Prospecting Effectiveness Manager, Prospecting Effectiveness	Recognized for Customer Service in Workday STAR - Thanks so much Heather for your help, guidance and support over the last few months in preparing for Rising EMEA. You are a true team player and I learned so much from you in terms of planning, organisation, communication and execution with the best attention to detail I have experienced in a long time . Thank you and I really enjoyed partnering with you. Thanks again! Recognized on 12/22/2024	Customer Service	12/22/2024
SVP, Global Field Marketing & GTM	Sales Follow Up process "...it's been game-changing for Workday."		12/15/2024
Sr Manager, Prospecting Effectiveness, Revenue Operations - Demand Operations	Recognized for Employees in Workday STAR - Heather! You're leadership on EMEA and NA Rising has been nothing short of impeccable. You're excitement, consistency, and support is being felt across the board . Job well done and looking forward to completing, successfully, the follow-up for EMEA Rising. Recognized on 12/10/2024	Employees	12/10/2024
Sr Manager, Prospecting Effectiveness, Revenue Operations - Demand Operations	You're leadership on this is truly phenomenal . I LOVE the video. Thank you for all you do, Heather!		12/10/2024
Principal, Revenue Operations - Demand Management	Recognized for Innovation in Workday STAR - Heather, Thank you for the great partnership over the last 3 years on the Demand Squad program and as a wonderful workmate, teammate and friend! You truly embody the VIBE spirit and bring great energy to all around you! I really enjoy working with you and in particular admire your professionalism and integrity! Anne Marie Recognized on 11/27/2024	Innovation	11/27/2024
Marketing Advisory Director, EMEA Marketing Advisory Team	Recognized for Integrity in Workday STAR - A long overdue recognition. Every time, regardless of the complexity, when I see Heather is on point to co-ordinate and lead I can trust that Workday will get the best possible outcome . I can't fathom how you bring your trademark positivity and solution orientated mindset to everything so consistently but I am thankful (and Workday should be as well) that you do! Recognized on 11/04/2024	Integrity	11/4/2024

VOICE OF THE COLLEAGUE

Marketing Advisory Director, EMEA Marketing Advisory Team	I know that [it] regardless of the egos/emotions of the people or the complexity of the issue - having a steering hand from you is a good thing! It is SUCH a skill and having seen, over the years, people make a terrible job of it, your masterful and deft ability to shepherd us all is unbelievably valuable!		11/4/2024
Sr Marketing Automation Manager, NA Go To Market	Recognized for Customer Service in Workday STAR - Heather, working with you has been a blast! Your calm vibe and sense of humor truly lighten the hectic atmosphere of Rising. Your collaboration with Automation has been a game-changer in getting Rising data to the sales team. Thank you for all that you do—here's to many more successes together! Recognized on 11/01/2024	Customer Service	11/1/2024
Principal, Business Intelligence	Recognized for Employees in Workday STAR - This is a month late, but I wanted to recognize how amazing you both were leading our Rising team to such a fantastic outcome for Marketing and RevOps for NA Rising. You are both true rockstars! Recognized on 10/31/2024	Employees	10/31/2024
Sr Strategic Business Development Manager, GTM Activation	Recognized for Customer Service in Workday STAR - It was so great to work with Heather on the Rise Together customer incentive! Not only did she ensure ahead of time that our systems were well set up to capture the leads generated out of the initiative, but on-site at Rising she also continually came up with innovative ideas for us to interact with our customers more effectively and drive more demand. Lastly, she was fun to work with and brought an engaging, positive attitude to the table each day. Thank you, Heather! Recognized on 10/03/2024	Customer Service	10/3/2024
Sr Events Marketing Manager, EMEA Events Management	Thank you Heather! You are always such a joy to work with. We wouldn't be anywhere with out all of your amazing support, we are lucky to have you.		10/1/2024
Principal, Product Pricing	Recognized for Customer Service in Workday STAR - Huge shoutout to my incredible teammates who made NA Rising a success! From designing engaging customer incentives to staffing the booth with energy and expertise, and then powering through the follow-up - your dedication and teamwork truly made this event shine. Thank you for being such fantastic collaborators! Recognized on 09/30/2024	Customer Service	9/30/2024

VOICE OF THE COLLEAGUE

Sr Director, Revenue Insights	Recognized for Employees in Workday STAR - Heather, I want to thank you so much for your partnership with my team on the Rising insights this year. We have a lot to be proud of thanks to the combined efforts of our teams, and thanks to your leadership ensuring operations, insights, and enablement were tied together into a cohesive plan! Recognized on 09/30/2024	Employees	9/30/2024
SVP, Revenue Operations, Demand Management	Great leadership on getting the new dashboard in place to fully leverage the pipeline opportunity Rising represents!		9/30/2024
Principal Analyst, Business Analytics & Insights	I have learned so much from you during the past Rising events. Your organization skill, can do and calm attitude are what I admired the most.		9/28/2024
Sr. Principal, Product Marketing Manager - Platform	Thank you Heather and Josue for presenting a behind-the-scenes look at Demand Squad to product marketing today! It was hugely educational to understand how the science lab powers demandgen behind the scenes. We also loved seeing the pre and post-Rising plan which really brings home how all of the messaging is getting into the hands of sales and CSDs, and ultimately customers, in a hugely efficient and impactful way. We're looking forward to collaborating more with your team moving forward!	Innovation	9/26/2024
Manager, Global Revenue Enablement	Recognized for Customer Service in Workday STAR - Heather pushed our Workday Rising enablement efforts even further than last year, resulting in a more impactful, successful enablement strategy. Ultimately, she spearheaded the efforts to develop and implement a smoother, more positive Customer experience. Recognized on 09/25/2024	Customer Service	9/25/2024
Principal, Business Product Manager, Lead to Opportunity Sales Systems	Recognized for Employees in Workday STAR - Hi Heather - I wanted to take a moment to express my sincere appreciation for the incredible role you played in running the Rising program in North America. Your patience and calm demeanor throughout the project really stood out, especially in how you handled challenges and navigated issues with such poise. I'm looking forward to collaborating with you again for the EMEA Rising program! Thank you again for your hard work and dedication. Recognized on 09/25/2024	Employees	9/25/2024
Sr Program / Portfolio Manager, Revenue Operations - Demand Program Mgmt	Recognized for Employees in Workday STAR - Thanks for all that you do for our team! You are such a force of knowledge and program management power, we are lucky to call you a workmate! Recognized on 07/25/2024	Employees	7/25/2024

VOICE OF THE COLLEAGUE

Sr Director, Demand CoE, GTM Strategy & Planning	Recognized for Profitability in Workday STAR - Congratulations on a fantastic job leading the Dev Con and EMEA Elevate follow-up and pipeline plans! Can't wait to see pipeline impact! Recognized on 06/30/2024	Profitability	6/30/2024
Principal Business Intelligence Product Manager, Revenue Operations	Recognized for Employees in Workday STAR - Always enjoy working with you and looking forward to partner up in events initiatives to make meaningful impact together! Recognized on 06/28/2024	Employees	6/28/2024
Director, NA Field Financials & Industry Strategy & Operations	Heather - thank you for your partnership in developing the external incentives / promotions menu and process. I so greatly appreciate your the contributions you've made, and continue to make to evolve the way WDAY goes to market! Excited for more collaboration in the future!		6/14/2024
Manager, Business Process Analysis/Operations, Revenue Operations - Demand Operations	Congrats Heather [3 yr anniversary]. You've had an amazing impact here at Workday. We're lucky to have you on the team.		4/21/2024
Sr Director, EMEA Sales Development	Genuinely the follow up to Rising was MASSIVELY simplified because of the visibility & accountability that the dashboard made possible even in its first iteration!		3/5/2024
Sr Manager, Business Process Analysis/Operations, Revenue Operations - Demand Operations	You are the absolute best at leading these types of flagship initiatives. Your ability to manage and interlock all the moving parts and people is truly impressive! No wonder you're the boss. :)		2/12/2024
VP, Events & Executive Engagement, Marketing	I can't thank you enough for your engagement this week. You brought energy, curiosity, and a fresh perspective. Looking forward to deepening our partnership and our shared success in the coming year!		1/31/2024

VOICE OF THE COLLEAGUE

<p>Manager, Global Revenue Enablement</p>	<p>I don't know how she does it!</p> <p>Workday Rising: the most visible event of the year (internally & externally). Plus, high stakes sales processes, a ton of stakeholders & executives, and make-or-break numbers to hit. To juggle all that while still bringing an open, collaborative, and fun work environment is something truly special. This is the type of human being and Workmate that Heather Rolette is. And, of course, she "stuck the landing," demonstrated by the levels of success our sellers have had this year for Rising. Most people would buckle under this pressure or resort to micro-manager/authoritarian tendencies, but not Heather.</p> <p>I'm so thankful that I was able to be a part of this initiative to learn from Heather and support the delivery of such a high quality end-product to our field teams.</p>	<p>Inspiring</p>	<p>1/25/2024</p>
<p>Sr Marketing Automation Manager, NA Go To Market</p>	<p>Rising every year has grown exponentially and with the partnership with BI, Heather, we were able to better align, execute and pivot as a team. Thank you, Heather, for your efforts in aligning and communicating with sales and leadership. In the 5 years that I've worked on Rising, Rising 2023 has been the first year that partnership across the board has improved drastically and you're part of the reason why – thank you!</p>	<p>Teamwork</p>	<p>1/9/2024</p>
<p>Sr Director, Experience Marketing, Events & Executive Experiences</p>	<p>Thank you so much for leading the post event follow up process for Workday Rising EMEA 2023. This has been the best process to date and it is greatly appreciated.</p>	<p>Thank you</p>	<p>12/11/2023</p>
<p>Principal Business Intelligence Product Manager, Revenue Operations</p>	<p>I want to take a moment to commend Heather once again, although it's been only three months since I gave the shout out. Throughout the Rising project, Heather displayed remarkable talent in steering complex initiatives that involved numerous cross-functional teams. Her organizational prowess and exceptional communication skills made a significant impact, and I am grateful to have had the opportunity to collaborate with her on this project. Heather, you are an absolute rock star!!</p>	<p>Inspiring</p>	<p>10/3/2023</p>

VOICE OF THE COLLEAGUE

<p>Sr Manager, Prospecting Effectiveness, Revenue Operations - Demand Operations</p>	<p>Heather continues to amaze me with her ability to clearly communicate and coordinate efforts with dozens of individuals across various departments. As we approach Rising I feel more confident this year, compared to our efforts in prior years, that our approach and execution will be in the best possible place - in large part due to her PM abilities. The decisions and planning she's taken point on have been complex with various decision makers. Incredible work, Heather! So grateful to have you as part of our team!</p>	<p>Inspiring</p>	<p>9/21/2023</p>
<p>Sr Director, NA Strategic Initiatives Marketing</p>	<p>Heather, I just wanted to take a moment to thank you for your partnership on the Workday Rising Follow Up strategy. You dig in to ask the right questions, you think of every possible situation and focus needed, you're beyond thorough and you are a pleasure to work with. I appreciate you and the partnership you bring to our work. A big THANK YOU for taking on this role and elevating how we work!</p>	<p>Thank you</p>	<p>8/24/2023</p>
<p>Sr Director, Event Strategy, Events Management</p>	<p>Heather, thank you for partnering with Experience Marketing on the Workday Rising Follow Up strategy. You probe and ask all the right questions, you're so thorough, and you are always looking at the big picture. I appreciate all your efforts. THANK YOU!</p>	<p>Teamwork</p>	<p>8/18/2023</p>
<p>Sr Program / Portfolio Manager, Revenue Operations - Demand Program Mgmt</p>	<p>Heather is an absolute rock star! She leads with a program management expertise that provides structure and is constantly pushing strategy forward. Her top notch professionalism pushes the whole team to be better. So grateful to have her on the team!</p>	<p>Teamwork</p>	<p>8/10/2023</p>
<p>Principal Business Intelligence Product Manager, Revenue Operations</p>	<p>Heather - you are so great at bringing people together and leading engaging and productive sessions whether it's for demand squad or team building activities. I've been impressed with your ability to come up with creative ideas to keep different kinds of sessions interesting and engaging. I appreciate the opportunity to learn from Heather's example and look forward to more opportunities to work together!</p>	<p>Culture Champion</p>	<p>6/9/2023</p>

VOICE OF THE COLLEAGUE

Director, NA Sales Development	Heather, thank you for adding so much value to our CSD organization in FY23! Your commitment to innovation and passion for continuous improvement are inspiring . I've enjoyed the opportunity to see our CSD team grow as Demand Squad sprints exit the test phase and scale across the department. I especially appreciate your support to Zach Hennessey and the Inbound team. Keep up the great work, and thank you for your partnership!	Inspiring	1/31/2023
Sr Manager, NA Sales Development	Our whole department has benefited from the Demand Squad sprints. I appreciate the structure and reporting back of the results from the sprints that you have put in place. The structure has helped the members of the sprint clearly understand what is expected and has helped leadership see what is working . Thank you Heather!		12/30/2022
Director, NA Sales Development	Heather, thank you for all that you do to support our team and our demand goals. I admire your ability to keep the demand squad calls fun, engaging and on track . There are a lot of moving pieces but you don't skip a beat! Perhaps we can collaborate more next year on how best to create sprints aligned with our industry teams and unique markets such as Federal accounts.		12/20/2022
Manager, NA Business Development - US Industries	It's important for a company like Workday to design programs that bring together bright minds to create and test innovative ideas that ultimately drives teams closer to one common goal. Heather is the mastermind of this and I appreciate her leadership for driving forward the next era for Workday and Pipeline Gen . She's done a wonderful job leading us across cross-department collaboration, test execution, and test refinement/scale . I look forward to working with her on more projects.	Culture Champion	6/28/2022
Sr Prospecting Effectiveness Manager, Prospecting Effectiveness	Heather is on my broader Demand Management team in Rev Ops and I've worked with her on a number of initiatives, most often through the Demand Squad motion she runs in North America. Heather is an absolute rockstar in leading that motion with purpose, cross-coordinating multiple key stakeholders, maintaining focus for all, and doing it with a smile! It's a pleasure getting to work with Heather and sky is the limit for her at Workday!	Inspiring	6/8/2022

VOICE OF THE COLLEAGUE

Sr Manager, NA Sales Development	I've had the opportunity of working closely with Heather on two Demand Squads these past 3-6 months. Heather's organizational skills and support in the design and execution of the associated sprints within these squads have been so critical to their success. She has been a great source of inspiration to me, and I look forward to the continued partnership!	Inspiring	4/15/2022
Sr Prospecting Effectiveness Manager, Prospecting Effectiveness	Thank you Heather for all you do! You're always finding ways to enhance the way we operate and do it with an infectious energy. I admire your perspective and vision and excited to continue working together in FY23 and beyond!	Teamwork	2/4/2022
Director, Sales Enablement, Global Revenue Enablement	Heather, the moment you stepped into your role you started to contribute and add value to ongoing projects. You have great capabilities in scoping an initiative and seeing the bigger picture. I think in some situations you stay back and not share your thoughts. We are going to need to hear all ideas going into next year and i think you have them.		12/10/2021
Sr Manager, Business Process Analysis/Operations, Revenue Operations - Demand Operations	Being the program leader for the BCG Sprint series is a big task, and you've done very well running it. You demonstrate high capabilities for operational planning, organization, and accountability. You have managed multiple workstreams with several participants and have kept the group on task. Separate from the BCG workstream, I have been impressed with your attention to detail and ability to identify opportunities to improve processes (ex: event hand-raisers). Potential focus areas could include post-meeting follow up such as weekly summary emails. I have learned that some people are not as diligent at reading Asana or reviewing past decks (I happen to be one of those people), and a summary email often helps to maintain the groups attention. On a personal note, I enjoy working with you and I am thankful I am part of your team. I have always appreciated seeing your posts on the (almost forgotten) Team Slack channel and your Workday Core Value appreciation of fun.		12/9/2021

VOICE OF THE COLLEAGUE

LinkedIn Recommendations

PUBLIC ENDORSEMENTS FROM NAMED SENIOR LEADERS

The following recommendations are publicly visible on www.linkedin.com/in/heather-rolette/details/recommendations and were submitted by named colleagues and clients across Workday, i4D/HPE, and SAP. The testimonials represent an independent, public validation of the internal peer feedback above.

Recommender	Recommendation	Relationship	Date
William Carrington Customer Development Executive, Workday	“Heather is an amazing partner and leader to work with on projects. We have spent countless hours on ideation, data clarification, project execution and overall revenue optimization at Workday. I worked closely with Heather as the Sales Development lead supporting her Demand Squad initiative, where she brought structure and clarity to a very complex process. ”	Same company, different teams	Apr 2026
Eric Coker GTM Strategy & Commercialization Leader, Workday	“Heather is an excellent leader, one who knows how to orchestrate teams towards a shared vision and provide deep domain expertise for everyone to succeed. I worked with Heather on high-impact GTM initiatives and she successfully led complex, cross-functional teams for setting up the proper demand engines. Her leadership on orchestrating teams around a solid process coupled with her knowledge of architecture optimization helped change the game on our overall pipeline planning framework.”	Same team, Workday	Feb 2026
Rachelle De Luna Sales Development Leader, Workday	“I had the pleasure of collaborating with Heather on several high-stakes Demand Gen projects, including our Workday Rising follow-up strategy. Heather’s superpower is her blend of thorough instruction and meticulous attention to detail. By streamlining our follow-up processes, she ensured the team operated at peak efficiency, which directly translated into impressive pipeline results. Heather is deeply committed to lead integrity—she ensures no opportunity is wasted. She would be an asset to any growth-focused team!”	Different teams, Workday	Feb 2026
Andrew Cook Global VP of Sales & Business Development, Workday	“It is an absolute thrill to work alongside a leader who possesses both the technical mastery to architect transformation and the emotional intelligence to inspire it. Heather spearheaded massive Sales Transformations, leading our Global Demand Squad through agile sprints to innovate new pipeline generation	Same team, Workday	Feb 2026

VOICE OF THE COLLEAGUE

Recommender	Recommendation	Relationship	Date
	approaches. She designed the architecture for our customer conference engagement, follow-up, and follow-through, ensuring we advanced customer relationships and maximized commercial outcomes.”		
Stephania Trejos Project Manager, Critical Thinking & Data Analytics, Workday	“Working with Heather has been one of the highlights of my time at Workday. While her reputation for excellence preceded her, getting to work closely with her on several complex GTM projects was a true privilege. She has a rare ability to stay positive and organized, even when navigating high pressure deadlines or aligning stakeholders with competing priorities. I was particularly impressed by her strategic execution when directing the lead follow up for Workday’s flagship events, Rising EMEA and North America.”	Different teams, Workday	Feb 2026
Keegan Hooks VP, Global Events & Executive Programs	“Heather is one of the best leaders I have had the privilege of working alongside for the last 15 years. She is a strategic customer advocate and is passionate about solving problems and providing solutions. She easily spots gaps in organizations and is an effective communicator who can influence change as needed. Heather is thorough, analytical, and detailed-oriented with her work and is also friendly, open, and trustworthy with her team. She is a leader that I recommend.”	15-year colleague, i4D/HPE era	Feb 2021
Anna Doppel, PMP Director, CrossCountry Consulting Former HPE Client	“I have had the pleasure of working with Heather at SAP, HPE and through her role at i4D, all as my client but truly my partner. She is an inspiring leader and in every role she has always brought out the best from each of her colleagues, partners, and even customers. She is an expert in the events industry that spans from the customer experience, vendor management, partner management, and up to executive management. Her customer service and respect for everyone is always at the highest level yet she makes it look effortless. I have long considered Heather as a mentor in my career.”	Client across SAP, HPE & i4D	Feb 2021
Michael Scott Peters Director, Sales Development, Workday	“Your commitment to innovation and passion for continuous improvement are inspiring. I’ve enjoyed the opportunity to see our CSD team grow as Demand Squad sprints exit the test phase and scale across the department. Keep up the great work, and thank you for your partnership!”	Different teams, Workday	Jan 2023

VOICE OF THE COLLEAGUE

Post-Event Attendee Survey Feedback

DIRECT ATTENDEE VOICE — SALES INCENTIVE & PRESIDENT’S CLUB PROGRAMS

The following feedback was collected via an official post-event attendee survey from a Sales Incentive program managed by Heather Rolette. Respondents include top sales performers — many with 20+ years of industry experience and extensive exposure to comparable programs.

“One of the best programs I’ve experienced in 23+ years” · “Outstanding motivating event for sales team and families.” · “Brilliantly organised from start to finish” · “Attention to detail was incredible”

Attendee Feedback — As Submitted

“It was the **best corporate sponsored experience I have had in my 23+ yrs of service...**”

“This was an outstanding and **very well organized [event] in such a beautiful location.**”

“I have been to 6 sales clubs in my career...and this has been **one of the best programs I’ve experienced.**”

“Being able to bring my son was awesome. My son enjoyed every aspect of the camp and it was appreciated. **The gifts were amazing and very much appreciated.**”

“**Unforgettable experience filled with emotions** and great motivator for further personal business engagement.”

“My wife and I have experienced [similar] type events at a couple of other companies. While there have been more exotic locations, **the management of this event, to include optional activities, gifts, dinners and entertainment was top notch!**”

“**Absolute brilliantly organised from start to finish, unbelievable amount of detail went into it.**
Really appreciated by us both.”

VOICE OF THE COLLEAGUE

“Undoubtedly, one of the best celebration events I have ever attended with any company in 25 years in this business...Seriously. Blew my wife and I away!!”

“This was a well run/executed event. **First class event throughout the week (day and night).** I appreciated the professionalism of the staff, the collaboration with my peers and balance of mandatory/leisure events.”

“It was an amazing experience and **I felt very appreciated and honored to be there.**”

“Outstanding motivating event for sales team and families.”

“I have been on a number of 100% Achiever trips, typically with much smaller companies which I have enjoyed. I did not know what to expect. **Both my daughter and I were very pleasantly surprised with the planning that went into the trip, the special attention that was given to the participants** and the fact that I left [the event] feeling as if my hard work and success were acknowledged and appreciated. This is what I look forward to...”

“An amazing experience, **attention to detail was incredible...**”

Event feedback collected via official post-event attendee survey. Program led by Heather Rolette while employed by i4D Event Services for the HPE (Hewlett Packard Enterprise) Account.