

Center for Digital Transformation

UCI Paul Merage School of Business

Advisory Board

Philip Potloff

GM, AWS Marketplace

Amazon Web Services

Phil joined AWS in 2017 and serves as the general manager of AWS marketplace. In this role, he provides leadership for the marketplace service that enables thousands of software and SaaS companies to make their products available for purchase on AWS with pre-configured solutions. Formerly, he was the global head of enterprise strategy leading a team of former CIOs and CTOs that have all led a technology transformation using the cloud.

Prior to joining AWS, Phil held multiple senior executive positions at Edmunds.com including CIO, CDO, and COO. During his 12-year tenure, Phil led the transformation of the 50-year-old publisher's car shopping technology and product development methodologies. He believes the key elements of Edmunds' successful transformation included smaller, more frequent releases of value to customers, data-driven decision making, and a continuous learning culture that could adapt to changing needs and opportunities. Edmunds built a slew of capabilities in support of this cultural change like continuous delivery pipelines, big data platforms, and even a private cloud.

Phil is a surfer for life. So, when he isn't supporting a digital transformation, he's probably in the water or trying to get there. Phil studied Economics at UCLA and speaks fluent Californian.