

WIKIPEDIA

Marc Benioff

Marc Russell Benioff (born September 25, 1964) is an American internet entrepreneur and philanthropist. He is the co-founder, chairman and co-CEO of Salesforce, an enterprise cloud computing company.^[2] In September 2018, Benioff acquired Time.^[3]

Contents

Early life and education

Career

Written work

Influence and honors

Philanthropy

Social activism

References

Further reading

External links

Early life and education

Benioff was raised in a Jewish family^{[4][5]} in the San Francisco Bay Area.^[6] He graduated from Burlingame High School in 1982.^[7] Benioff received a Bachelor of Science in business administration from the University of Southern California, where he was a member of the Tau Kappa Epsilon fraternity, in 1986.^{[7][8]}

Benioff is a second cousin of showrunner and television writer David Benioff, known for Game of Thrones.^[9] He is married to Lynne Benioff and has two children. The family lives in San

Marc Benioff

Benioff in 2015

Born	Marc Russell Benioff September 25, 1964 <u>San Francisco, California, U.S.</u>
Education	<u>University of Southern California</u> (BS)

San Francisco, California.^{[2][7]}

Career

While in high school, Benioff sold his first application, How to Juggle, for \$75.^[7] In 1979, when he was 15, Benioff founded Liberty Software, creating and selling games such as *Flapper* and *King Arthur's Heir* for the Atari 8-bit.^{[7][10][11]} Royalties from these games helped Benioff pay for college.^{[7][12]}

While at USC, Benioff had an internship as a programmer at Apple.^[13] He joined Oracle Corporation in a customer-service role after graduating.^[7] Benioff worked at Oracle for 13 years in a variety of sales, marketing, and product development roles before founding Salesforce.^[2] At 23, he was named Oracle's Rookie of the Year. Three years later, he became the youngest person in the company's history to earn the title of vice president.^[2]

Benioff founded Salesforce in 1999^[14] in a San Francisco apartment and defined its mission in a marketing statement as "The End of Software."^[15] This was a slogan he used frequently to preach about software on the Web, and used as a guerilla marketing tactic against the dominant CD-ROM CRM competitor Siebel at the time.^[16] Salesforce was the first company to offer software as a service, which allowed people and companies to rent software over the internet instead of installing the programs on machines.^[17] Benioff extended Salesforce's offerings in the early 2000s with the idea of a platform that allowed developers to create applications.^[18]

Benioff also serves on the World Economic Forum's Board of Trustees and USC Board of Trustees.^{[2][19]}

On September 16, 2018, Marc and his wife Lynne bought Time for \$190 million.^[3]

Written work

Benioff has written four books about business and technology. In 2004, he wrote *Compassionate Capitalism: How Corporations Can Make Doing Good an Integral Part of Doing Well* with Karen Southwick.^[20] In 2006, he wrote *The Business of Changing the World: 20 Great Leaders on Strategic Corporate Philanthropy* with Carlye Adler.^[20] In 2009, he published *Behind the Cloud: The Untold Story of How Salesforce.com Went from Idea to Billion-Dollar Company and Revolutionized an Industry*, also with Carlye Adler.^[21] In 2019, he published *Trailblazer: The Power of Business as the Greatest Platform for Change*, with Monica Langley.^[20]

Influence and honors

In 2003, President Bush appointed Benioff co-chair of the President's Information Technology Advisory Committee.^[22] In 2009,

Known for	Founder, chairman and co-CEO, <u>Salesforce</u> Co-chair and owner, <u>Time</u> ^[1]
Spouse(s)	Lynne Krilich
Children	2

Benioff was named a Young Global Leader by the World Economic Forum, and is a member of its Board of Trustees.^{[23][24]} In 2012, he was named one of the "Best CEOs in the World" by Barron's^[25] and received The Economist's Innovation Award.^[26] In 2014, Fortune readers voted him "Businessperson of the Year."^[27] In 2016, Fortune magazine named him one of the "World's 50 Greatest Leaders."^[28]

Philanthropy

Benioff founded the Salesforce Foundation in 2000.^[29] Marc and Lynne Benioff have been included in lists of top givers by Forbes and the Chronicle of Philanthropy.^{[30][31][32][33]}

In 2010, the Benioffs donated \$100 million to UCSF Children's Hospital.^[34] In 2014, they donated an additional \$100 million to the hospital and \$50 million to fund research on premature birth.^[34]

In October 2020, Marc and Lynne Benioff were founding partners of Prince William's Earthshot Prize, a program for finding solutions to environmental issues.^[35] In October 2021, Benioff pledged a \$200 million donation to plant trees and fund ecologically-focused entrepreneurs.^[36] Salesforce also donated \$100 million to the same causes.^{[36][37]}

In 2019, the Benioffs donated \$30 million to the Center for Vulnerable Populations for the Benioff Homelessness and Housing Initiative to study the impacts of homelessness, housing, and health.^[38]

Social activism

In March 2015, Benioff announced Salesforce would cancel all employee programs and travel in the state of Indiana after the passing of the Religious Freedom Restoration Act, a bill that would allow companies and individuals to choose not to serve LGBT individuals based on religious beliefs.^[39] Benioff led an effort of business leaders fighting back against the legislation, leading to a revised version of the bill being signed into law that prohibited businesses from denying services to someone based on sexual orientation or gender identity.^[40]

In April 2015, Benioff announced that he would review salaries at Salesforce to ensure men and women were paid equally.^[41]

In February 2016, Benioff announced that Salesforce would reduce investments in Georgia and cancel a conference if HB 757, a bill that would allow businesses to decline services to same-sex couples, was passed.^[42] The governor vetoed the bill.^[43]



Benioff during the WEF 2013



Marc Benioff in 2009

In an October 2018 interview with *The Guardian*, Benioff criticized other technology industry executives for "hoarding" their money and refusing to help unhoused people in the San Francisco Bay Area.^[44] In November, Benioff announced his support for San Francisco's Prop C measure that would increase taxes on large corporations to aid unhoused residents in the city.^[45]

In September 2021, Benioff announced that Salesforce would relocate any Texas employees who wanted to move after an abortion law went into effect.^{[46][47]}

References

- ↑ "The Enduring Hope of Jane Goodall" (<https://time.com/6102640/jane-goodall-environment-hope/>). *time.com*. Retrieved March 30, 2022.
- ↑ "Marc Benioff" (<https://www.forbes.com/profile/marc-benioff/>). *Forbes*. Retrieved December 30, 2018.
- ↑ "Time Magazine Is Bought by Marc Benioff, Salesforce Billionaire" (<https://www.nytimes.com/2018/09/16/business/dealbook/time-magazine-salesforce-marc-benioff.html?action=click&module=RelatedLinks&pgtype=Article>). September 16, 2018.
- ↑ Jerusalem Post: "Jews take 5 of top 6 spots in annual list of top US givers" By JACOB BERKMAN (<http://www.jpost.com/JewishWorld/JewishNews/Article.aspx?id=207507>) September 2, 2011
- ↑ Jewish Philanthropy: "Jewish Philanthropy 2.0" (<http://ejewishphilanthropy.com/jewish-philanthropy-2-0/>) February 23, 2011
- ↑ Business Insider: "The rise of Marc Benioff, the flashy billionaire founder of Salesforce" by Matt Weinberger (<http://www.businessinsider.com/the-rise-of-salesforce-ceo-marc-benioff-2016-3>) March 17, 2016
- ↑ San Francisco Gate: "Marc Benioff, CEO, makes philanthropy a priority" by Casey Newton (<http://www.sfgate.com/bayarea/article/Marc-Benioff-CEO-makes-philanthropy-a-priority-2353592.php>) July 24, 2011
- ↑ Lynley, Matt. "Frat Boys Are Taking Over The Tech World" (<https://www.businessinsider.com/frat-boys-are-taking-over-the-tech-world-2012-2>). *Business Insider*. Retrieved March 30, 2022.
- ↑ Bort, Julie (April 12, 2015). "How these famous Benioffs are related" (<http://www.businessinsider.com/how-these-famous-benioffs-are-related-2015-4>). *Business Insider*. Retrieved March 28, 2016.
- ↑ Duberman, David (January 1984). "ROM Fun: Survey of recent cartridge games" (<https://archive.org/details/1984-01-anticmagazine>). *Antic*. pp. 62 (<https://archive.org/details/1984-01-anticmagazine/page/n61>)–63.
- ↑ Bort, Julie. "The Fabulous Life Of Tech Billionaire Marc Benioff" (<https://www.businessinsider.com/the-fab-life-of-billionaire-marc-benioff-2014-2>). *Business Insider*. Retrieved March 30, 2022.
- ↑ Benioff, Marc; Adler, Carlyle (2009). *Behind the Cloud: The Untold Story of How Salesforce.com Went from Idea to Billion-Dollar Company and Revolutionized an Industry* (<https://books.google.com/books?id=XX5QJ7hfDW8C&pg=PR18>). John Wiley & Sons. pp. xviii–xx. ISBN 978-0-470-53592-9.

13. Sauer, Megan (February 22, 2022). "A teenage Marc Benioff cold-called an Apple executive — and got his dream internship" (<https://www.cnbc.com/2022/02/22/salesforces-marc-benioff-what-i-learned-as-a-teenaged-apple-intern.html>). *CNBC*. Retrieved February 26, 2022.
14. "The stratospheric rise of Marc Benioff and Salesforce" (<https://fortune.com/longform/marc-benioff-salesforce-slack-acquisition-diversity-inclusion-fortune-500/>). *Fortune*. Retrieved March 30, 2022.
15. Salesforce Blog: "Marc Benioff: How to Turn a Simple Idea into a High-Growth Company" By Marc Benioff (<https://www.salesforce.com/blog/2013/03/how-to-turn-a-simple-idea-into-a-high-growth-company.html>) March 8, 2013
16. "The Marketing Genius of Marc Benioff" (<https://viralwegrow.com/blog/evolving-fashion-marc-benioffs-marketing-genius/>). *ViralWeGrow*. December 6, 2020. Retrieved December 7, 2020.
17. Field, Hayden. "Marc Benioff Reached Millionaire Status by Age 25 -- and 9 Other Things to Know About the Co-Founder of Salesforce" (<https://www.entrepreneur.com/article/320186>). *Entrepreneur*. Retrieved March 30, 2022.
18. "The story of why Marc Benioff gifted the AppStore.com domain to Steve Jobs" (<https://social.techcrunch.com/2020/01/02/the-story-of-why-marc-benioff-gifted-the-appstore-com-domain-to-steve-jobs/>). *TechCrunch*. Retrieved March 30, 2022.
19. Rogers, Matt Weinberger, Taylor Nicole. "The rise of Marc Benioff, the bombastic owner of Time Magazine who just became Salesforce's sole CEO, has an \$8 billion fortune, and owns a 5-acre compound in Hawaii" (<https://www.businessinsider.com/the-rise-of-salesforce-ceo-marc-benioff-2016-3>). *Business Insider*. Retrieved March 30, 2022.
20. "The goodness business: how woke capitalism turned virtue into profit" (<https://www.newstatesman.com/long-reads/2021/10/the-goodness-business-how-woke-capitalism-turned-virtue-into-profit>). *New Statesman*. October 20, 2021. Retrieved March 30, 2022.
21. Kim, Eugene. "Billionaire CEO Marc Benioff is writing a sequel to his best-selling memoir about Salesforce — and wants your help" (<https://www.businessinsider.com/salesforce-ceo-marc-benioff-is-writing-a-new-book-2016-1>). *Business Insider*. Retrieved March 30, 2022.
22. Feloni, Richard. "Salesforce CEO Marc Benioff explains why a Hindu guru and Colin Powell were critical mentors" (<https://www.businessinsider.com/marc-benioff-colin-powell-advice-salesforce-2016-3>). *Business Insider*. Retrieved March 30, 2022.
23. "World Economic Forum Announces New Batch Of Young Global Leaders (Mark Zuckerberg, Chad Hurley, Kevin Rose And More)" (<https://techcrunch.com/2009/02/25/world-economic-forum-announces-new-batch-of-young-global-leaders-mark-zuckerberg-chad-hurley-kevin-rose-and-more/>). *TechCrunch*. February 25, 2009.
24. "C.E.O.s Were Our Heroes, at Least According to Them" (<https://www.nytimes.com/2022/01/13/business/davos-man-marc-benioff-book.html>). *The New York Times*. January 13, 2022. ISSN 0362-4331 (<https://www.worldcat.org/issn/0362-4331>). Retrieved March 30, 2022.
25. Barron's: "World's Best CEOs" By Andrew Bary (<http://www.barrons.com/articles/SB50001424053111904797004577283662192414888>) March 26, 2012

26. The Economist: "And the winners were..." By The Economist Staff (<https://www.economist.com/news/technology-quarterly/21567206-innovation-awards-our-annual-prizes-recognise-successful-innovators-eight>) December 1, 2012
27. Fortune: "Vote: Businessperson of the Year - Championship Round" By Fortune Editors (<http://fortune.com/2014/11/12/businessperson-year-readers-choice/>) November 12, 2014
28. Fortune: "The World's 50 Greatest Leaders" By Geoff Colvin (<http://fortune.com/2016/03/24/worlds-greatest-leaders-2016-intro/>) March 25, 2016
29. "Salesforce CEO Marc Benioff: The big giver" (<https://www.cnet.com/news/salesforce-ceo-marc-benioff-the-big-giver/>). CNET. July 26, 2014.
30. "America's Top Givers of 2016" (<https://www.forbes.com/top-givers/>). *Forbes*. Retrieved September 19, 2018.
31. "No. 10 (tied): Marc R. and Lynne Benioff" (<https://philanthropy.com/article/No-10-tied-Marc-R-and/159141>). *philanthropy.com*. February 6, 2011. Retrieved September 19, 2018.
32. The Chronicle of Philanthropy: "Young Tech Donors Take Leading Role in Philanthropy 50" By Alex Daniels and Maria Di Mento (<https://philanthropy.com/article/Young-Tech-Donors-Take-Leading/151779>) February 8, 2015
33. The Chronicle of Philanthropy: "Bequests Put Conservative Billionaire Richard Scaife Atop List of America's 50 Biggest Donors" By Maria Di Mento and Drew Lindsay (<https://philanthropy.com/article/Conservative-Billionaire/235234>) February 9, 2016
34. Savchuk, Katia. "San Francisco's Giant of Generosity" (<https://www.forbes.com/sites/katiasavchuk/2014/06/19/san-franciscos-giant-of-generosity/>). *Forbes*. Retrieved March 30, 2022.
35. "'Next 10 years are critical': Prince William backs £50m climate change project Earthshots" (<https://www.thenational.ae/world/europe/next-10-years-are-critical-prince-william-backs-50m-climate-change-project-earthshots-1.1090175>). *The National*. Retrieved October 13, 2020.
36. Dolan, Kerry A. "Salesforce Billionaire Marc Benioff Pledges \$200 Million For Reforestation, Climate Entrepreneurs" (<https://www.forbes.com/sites/kerryadolan/2021/10/28/salesforce-billionaire-marc-benioff-pledges-200-million-for-reforestation-climate-entrepreneurs/>). *Forbes*. Retrieved March 30, 2022.
37. "Marc and Lynne Benioff, Salesforce donate \$300M to encourage climate action" (<https://social.techcrunch.com/2021/10/28/marc-and-lynne-benioff-salesforce-donate-300m-to-encourage-climate-action/>). *TechCrunch*. Retrieved March 30, 2022.
38. "UCSF Launches New Benioff Homelessness and Housing Initiative with \$30M Gift" (<https://www.ucsf.edu/news/2019/05/414316/ucsf-launches-new-benioff-homelessness-and-housing-initiative-30m-gift>). *UCSF Launches New Benioff Homelessness and Housing Initiative with \$30M Gift | UC San Francisco*.
39. Indiana Business Journal: "Salesforce CEO: We're canceling travel to Indiana" By Jared Council (<http://www.ibj.com/articles/52427-salesforce-ceo-were-cancelling-travel-to-indiana>) March 26, 2015
40. The Huffington Post: "The CEO Who Took On Indiana's Anti-LGBT Law — And Won" By Alexander C. Kaufman (https://www.huffingtonpost.com/2015/04/07/marc-benioff-indiana_n_7017032.html) April 7, 2015

41. The Huffington Post: "Salesforce CEO Takes Radical Step To Pay Men And Women Equally" By Emily Peck (https://www.huffingtonpost.com/2015/04/23/salesforce-pay-gap_n_7126892.html) April 23, 2015
42. Fortune: "Salesforce CEO Marc Benioff Battles Georgia Over Gay Rights" By Jonathan Vanian (<http://fortune.com/2016/02/26/salesforce-marc-benioff-georgia-gay-marriage/>) February 26, 2016
43. Atlanta Journal-Constitution: "BREAKING: Nathan Deal vetoes Georgia's 'religious liberty' bill" By Greg Bluestein (<http://politics.blog.ajc.com/2016/03/28/breaking-nathan-deal-will-veto-georgias-religious-liberty-bill/>) April 9, 2016
44. Levin, Sam (October 17, 2018). "Salesforce CEO: tech billionaires 'hoard their money' and won't help homeless" (<https://www.theguardian.com/technology/2018/oct/17/salesforce-ceo-marc-benioff-san-francisco-homeless-interview>) - via www.theguardian.com.
45. Ghaffary, Shirin (November 14, 2018). "Marc Benioff says he had rabbis and imams supporting the Prop C homelessness tax — but not tech CEOs" (<https://www.vox.com/2018/11/14/18093170/marc-benioff-homeless-tax-prop-c-tech-ceos>). *Vox*. Retrieved March 30, 2022.
46. "Salesforce to help workers leave states over abortion laws" (<https://apnews.com/article/technology-business-tax-as-greg-abbott-marc-benioff-98094859a011193d3c83d6a4ff1e7a8a>). *AP NEWS*. September 11, 2021. Retrieved March 30, 2022.
47. Novet, Jordan (September 11, 2021). "Salesforce offers to relocate employees and their families after Texas abortion law goes into effect" (<https://www.cnbc.com/2021/09/10/salesforce-offers-to-relocate-employees-from-texas-after-abortion-bill.html>). *CNBC*. Retrieved March 30, 2022.

Further reading

- Colin, Chris (December 11, 2019). "The Gospel of Wealth According to Marc Benioff" (<https://www.wired.com/story/gospel-of-wealth-according-to-marc-benioff/>). *Wired*.

External links

- [Official company biography](https://www.salesforce.com/company/leadership/bios/bio-benioff) (<https://www.salesforce.com/company/leadership/bios/bio-benioff>)
-

Retrieved from "https://en.wikipedia.org/w/index.php?title=Marc_Benioff&oldid=1083472074"

This page was last edited on 19 April 2022, at 00:34 (UTC).

Text is available under the [Creative Commons Attribution-ShareAlike License 3.0](#); additional terms may apply. By using this site, you agree to the [Terms of Use](#) and [Privacy Policy](#). Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.