



Deidre Paknad

CEO and co-founder
Workboard



3 Companies
founded or led

2 Smithsonian
awards

2 acquisitions,
both sides

17 patents filed
or pending

Deidre is CEO and co-founder of Workboard. She shapes its product strategy, customer engagement model and thought leadership efforts on improving the experience of work. With decades of experience leading enterprise and startup teams on strategic pursuits, Deidre is passionate about providing tools and insights that help leaders engage their teams in great achievement.

As a serial entrepreneur, Deidre has founded and led several companies. Her last company, PSS Systems, created a new market category and inspired deep customer loyalty from ExxonMobil, Citigroup, Travelers, Novartis, Wells Fargo and many other large enterprises. The company was acquired by IBM in 2010. At IBM, Deidre was Vice President of the Information Lifecycle Governance (ILG) solutions business, a fast-growing global business improving information economics for IBM's enterprise customers. (She left IBM in 2014 to lead Workboard.)

Deidre also founded the industry consortium CGOC, a large professional community of corporate attorneys, compliance and IT leaders to advance practices for information governance. IDC labeled CGOC a "think tank" and members cite it as a vital source of expertise. Several CGOC benchmark reports Deidre has authored have been cited in cases before the New York Supreme Court and in briefs presented to the special Federal judiciary committee reviewing changes to the Federal Rules of Civil Procedure.