



Catherine Kniker

Chief Marketing and Sustainability Officer



Catherine is the Chief Marketing and Sustainability Officer at PTC, responsible for positioning the company for success by driving where PTC plays, who PTC serves, and how PTC wins. In this role, Catherine oversees key strategic functions including corporate strategy, corporate development, marketing, and sustainability.

With over two decades of outstanding executive leadership, Catherine is recognized in the tech industry as a passionate and results-oriented senior leader. Since joining PTC in 2016, she has led the company through several acquisitions that have accelerated PTC's SaaS journey and uniquely expanded and strengthened PTC's capabilities, making it easier for industrial companies to achieve their digital transformation goals and set PTC apart from the competition. Catherine is also credited with building a partner ecosystem to help solve PTC's customers' greatest challenges. In 2022, she launched a formal initiative to identify and help quantify the ways that PTC customers can use PTC products to achieve their own sustainability goals.

Outside of PTC, she's an active Director and Executive Committee Member of The Massachusetts High Technology Council (MHTC).

Prior to PTC, Catherine successfully held numerous strategy, corporate development, and go-to-market leadership roles.

She has an M.B.A. in Marketing from the University of Massachusetts Lowell and a B.S. in Computer Systems from the University of Limerick in Ireland.

Publications:

1. [The Approach to Digital Technology: What Leaders Do Differently](#) | PTC, January 2023
2. [Three Rules to Rescue Your Digital Transformation Strategy](#) | Machine Design, 2022

3. [Three Pillars of Success for Industrial Digital Transformation](#) | PTC, 2022
4. [A Digital Thread: Capitalize on Your Data's Value](#) | MIT Sloan Management Review, 2021
5. [Executive Leadership Makes \(or Breaks\) Digital Transformation Success - Here's Why](#) | PTC, 2021
6. [Bridging Gaps Through Digital Continuity](#) | Capgemini Research Institute, 2020

Recognition:

1. Named [One of the Top 100 Women in Sustainability](#) in 2023 by *Sustainability Magazine*
2. Featured [keynote speaker](#) at the 2023 *Economist Impact Sustainability Week* event
3. Featured [keynote speaker](#) at the 2022 *Women in Tech Word Series Conference* in Boston, MA
4. Named one of the [Most Successful CSO's in 2021](#) by *C-Level Focus*