



Deb Pimentel

**President and General Manager, Technology
IBM Canada**

Deb Pimentel is the President of IBM Canada and the General Manager of Technology Canada where she is responsible for driving the IBM Technology business unit strategy and growth for the country.

Throughout her career at IBM, Deb has brought visionary leadership and strategic acumen to support Canadian organizations in leveraging cutting-edge technologies to solve complex business challenges. Deb's tenure at IBM is marked by her relentless focus on delivering value to clients through IBM's robust hybrid cloud and AI capabilities. She believes in the transformative power of these technologies to reshape industries, enhance operational efficiencies, and fuel sustainable growth.

Prior to her current role, Deb held several executive positions at IBM including Vice President, Data, AI and Automation for IBM Canada and before that, Vice President, Technology Market Leader, Canada East, where she consistently used her deep expertise in various industries and technologies to drive growth, innovation and operational excellence.

Deb is a graduate of York University where she studied Business and Psychology. Beyond her professional achievements, Deb is passionate about empowering the next generation of technology leaders and creating opportunities for girls in STEM.