



Peter Coffee
Vice President
Salesforce

Peter Coffee is VP of Platform Research at salesforce.com. He joined the company after 19 years with the IT industry publications PC Tech Journal, PC Week and eWEEK. He has 29 years' experience in application development tools and practices; he has led technical meetings and academic sessions throughout the U.S. and in India, China, Indonesia, Singapore, Korea, Australia, Europe and Latin America.

Mr. Coffee was the first manager of PC planning at The Aerospace Corporation, where he also worked in space systems management and AI applications. Before that, he held project management roles for Exxon operations from the Gulf of Mexico to Alaska's Beaufort Sea. He received his engineering degree from MIT and his MBA from Pepperdine University; he has held university faculty appointments in computer science, IT management and business analytics. He is the author of two books: How To Program Java, and Peter Coffee Teaches PCs.