



WELCOME TABLE

Geoff Sorrick

Board Member

Geoff Sorrick serves as Global Head of Demand Generation and Enterprise Campaigns at Atlassian, where he leads enterprise marketing strategy for one of the world's leading software companies. He brings over 15 years of B2B marketing leadership experience, having held senior roles at Attentive, VMware, and Adobe. Geoff holds an MBA from the Yale School of Management and a BA from UC Berkeley. He joined the Welcome Table Austin board in 2025 and lives in Austin with his wife Cherise and their two sons.

