Stanford



Isabelle GUIS

Fall 2026 CSP instructor BUS 308, Continuing Studies

Bio

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Isabelle Guis is a marketing AI practitioner-scholar recognized as a 2025 Global Top 100 B2B CMO. She brings over 20 years of executive leadership experience at Salesforce, Dell/EMC, Cisco, and Commvault. A former chief marketing officer and chief strategy officer, she now focuses on teaching, research, and advising organizations on data-driven marketing and responsible AI adoption. She received an MBA from Harvard and an MS in electrical engineering and computer science from CentraleSupélec in Paris.

ACADEMIC APPOINTMENTS

- Fall 2026 CSP instructor BUS 308, Continuing Studies