

**CONTACT:**

Lisa Sorge  
408.345.4326  
lisa.sorge@uwsv.org

## **Head of Business Marketing for Apple Elected United Way Silicon Valley Board Chair**

**SAN JOSE, Calif., February 4, 2010** – Susan Prescott, head of Business Marketing for Apple Inc., was recently named chair of United Way Silicon Valley’s volunteer Board of Directors. She was elected to lead the organization along with Vice Chair Gregory T. Davidson of Gibson, Dunn & Crutcher LLP; Secretary Ed Ng of IBM; and Treasurer Steve M. Smith of Wells Fargo Bank.

“I support United Way Silicon Valley because of its mission and the people involved,” said Prescott, who has served on the board since 2004, including the last two years as vice chair. “United Way improves the lives of people right here in Silicon Valley. The discrepancy between those doing well and those living below self-sufficiency is appalling. Too many people here are struggling just to make ends meet. United Way is working to make sure local individuals and families have the opportunity to achieve financial stability.”

She joined Apple in 2003 as vice president of Professional Markets, managing a team responsible for communicating Apple's vision in the creative professional, life-sciences and technical markets. Currently, she heads a team responsible for Apple Business Marketing, with a recent emphasis on iPhone.

Prescott has more than 20 years experience in the high-tech industry. Prior to joining Apple, she had a 12-year career at Adobe, holding a variety of engineering and marketing roles. She was most recently Adobe's vice president of Product Management and Marketing in the company's Creative Professional Solutions group, where she drove a team responsible for all aspects of Adobe's creative pro products. Before joining Adobe, she was a product manager for Coherent Thought, Inc. and a research associate for Schlumberger Palo Alto Research.

“I want to help United Way Silicon Valley continue down the path its on, mobilizing the caring power of the community not only to give, but to volunteer and advocate for change,” Prescott said. “I want to help get the word out about United Way Silicon Valley and what it does so we can engage more people in our mission. The caliber of people involved with United Way is impressive, so I’m looking forward to working with everyone to improve even more lives.”

Davidson is a partner at Gibson, Dunn & Crutcher LLP's Palo Alto office and co-chair of its Emerging Technologies Practice Group. He earned his undergraduate degree from Stanford in 1985 and his law degree from UC Berkeley in 1988. Davidson has served on United Way Silicon Valley's Board since 2004. He chairs its Law United Cabinet, where he encourages local law firms to participate in the Law United Challenge, an annual competition to see which firm can contribute more to United Way.

Ng is director of the System and Technology Group at IBM, where he works to drive new product and technology adoption worldwide. Prior to that, he served as product development director in servers and storage products for IBM and has also held senior product development positions at Motorola and Sun Microsystems. Ng has served on United Way Silicon Valley’s Board since 2007, and is an active member of the 2009-2010 Campaign Cabinet. He is also very active in the Asian community, and is a founding member of the Berryessa Chinese School.

Smith is the executive vice president and head of Technology and Venture Banking at Wells Fargo Bank in Palo Alto. Before relocating to the Bay Area, he managed the Modesto Commercial Banking Office from 1999 to 2003 and the Greater Arizona Commercial Banking Office from 1997 to 1999. While living in Modesto, Smith served as board chair for United Way of Stanislaus County. He joined United Way Silicon Valley in 2004, where he has been treasurer since 2006. Smith is also on the Advisory Board of the Sequoia Awards and is a trustee of Saint Mary’s College.

United Way Silicon Valley is focused on the building blocks for a good life: income, education and health. To drive positive change, United Way Silicon Valley helps people help themselves by identifying critical needs, mobilizing the caring power of the community, and aligning resources to achieve the best solutions.

For more information about United Way Silicon Valley, visit [www.uwsv.org](http://www.uwsv.org).

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