



Eduarda Camacho

*Senior Vice President, Customer Success and
Chief Customer Officer
BMC Software*

Eduarda Camacho is senior vice president and chief customer officer (CCO) of BMC Software, Inc. She is responsible for a cohesive and impactful Customer Success function that helps BMC customers on their journey to an Autonomous Digital Enterprise. She also serves as the Chief Customer Advocate, or the voice of the customer, focused on developing and implementing a value-driven customer success program that champions our customers and keeps them at the center of all we do.

An accomplished customer success executive, Eduarda has over 24 years of leadership experience within Presales, Partner, Professional Services, and Customer Success organizations as an executive vice president with global responsibility.

Before joining BMC, she was executive vice president and CCO at PTC and led worldwide Customer Success, Professional Services, and the Cloud Services business. Prior to PTC, Eduarda worked at several industrial companies and as freelance journalist.

As a true global citizen Eduarda brings diverse cultural experiences to the leadership team from living and working in EMEA, APAC, and North America. She is engaged with a number of organizations and industry associations that support the development and excellence of customer success teams and is an avid supporter of initiatives that elevate talent in the organization.

Eduarda graduated from the Universidade Nova de Lisboa and has completed an Executive Education Program at Harvard Business School for leading Professional Services firms.