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Snowflake Names Stella Low as Chief Communications Officer

September 29, 2025

No-Headquarters/BOZEMAN, Mont.--(BUSINESS WIRE)-- [Snowflake](#) (NYSE: SNOW), the AI Data Cloud company, announced today that Stella Low is joining the company as Chief Communications Officer on October 6th. As part of the leadership team, Ms. Low will be responsible for Snowflake's communications strategy, advising the company's leadership as Snowflake continues to grow and scale as a technology leader.

"Stella brings a wealth of experience leading high-performing teams and delivering impactful communication strategies for some of the world's largest and most enduring technology companies," said Denise Persson, Chief Marketing Officer at Snowflake. "Her passion for amplifying brands and creating meaningful impact, along with her expertise, will be crucial as we elevate Snowflake's communications and solidify our position at the center of the AI revolution."

Most recently, Ms. Low served as Chief Communications and Corporate Affairs Officer at HP, where she transformed product launches, introduced new rigor to change and crisis comms, established a powerful thought leadership program, and reimagined employee communications for the hybrid environment.

Prior to HP, Ms. Low served as Head of Corporate Communications at Apple. She also served as Chief Communications Officer at Cisco, where she spearheaded a complete transformation of the global communications function. Her experience also includes leading Global Communications at Dell Technologies and EMC, where she was instrumental in developing the award-winning communications strategy behind the largest technology merger in IT history.

"Snowflake is at the center of the AI revolution, helping organizations unlock more value from their data than ever before," said Low. "I'm thrilled to be joining the team at this transformational moment to help shape the narrative, deepen engagement and drive bold and meaningful impact across our markets."

An active community member and advocate for improving cardiovascular health, Low currently serves as the Leadership Development Chair for the Bay Area Division of the American Heart Association (AHA).

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Snowflake is the platform for the AI era, making it easy for enterprises to innovate faster and get more value from data. More than 12,000 customers around the globe, including hundreds of the world's largest companies, use Snowflake's AI Data Cloud to build, use, and share data, apps and AI. With Snowflake, data and AI are transformative for everyone. Learn more at snowflake.com (NYSE: SNOW)

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Source: Snowflake Inc.

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