

# Behind the cloud untold story of how salesforcecom went from idea to billion

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**Why did Marc Benioff create Salesforce?** The big idea behind Salesforce was that while most companies — including Oracle — sold enterprise software that companies had to install on their own servers, Salesforce could let people access business software from a web browser. For the late nineties, this was revolutionary, Benioff wrote in "Behind the Cloud."

**What companies does Marc Benioff own?** Benioff is best known as the co-founder, chairman and CEO of the software company Salesforce, as well as being the owner of Time magazine since 2018. San Francisco, California, U.S.

**What is the book by the founder of Salesforce?** "Trailblazer is Marc Benioff's vivid account of how he led Salesforce to become one of the most admired companies in the world.

**How do I contact Marc Benioff?** To contact Marc Benioff send an email to [marc.benioff@gmail.com](mailto:marc.benioff@gmail.com).

**What percentage of Salesforce does Marc Benioff own?** Much of his wealth comes from his approximately 2.47% stake in Salesforce; his 24 million shares were worth approximately \$6.48 billion as of Jan. 17, 2023. A real-time capture of the value of Benioff's Salesforce holdings (as reported in a Jan. 9, 2024, SEC filing) is available [here](#).

**How did Salesforce grow so big?** Selling an easy-to-use product with a viral distribution model to an amenable market helped Salesforce achieve high capital

efficiency. This allowed the company to keep investing back into their growth engine. These sales and marketing practices also fueled unusually high revenue growth.

**Who is Salesforce owned by?** The ownership structure of Salesforce (CRM) stock is a mix of institutional, retail and individual investors. Approximately 69.20% of the company's stock is owned by Institutional Investors, 3.41% is owned by Insiders and 27.39% is owned by Public Companies and Individual Investors.

**Did Microsoft buy Salesforce?** Report: Microsoft Made \$55 Billion Bid To Acquire Salesforce, But It Wasn't Nearly Enough. Microsoft offered \$55 billion to acquire Salesforce earlier this year, but that wasn't enough to get Salesforce Founder and CEO Marc Benioff to agree to a deal, CNBC reported Friday.

**How much does the CEO of Salesforce make?** Benioff earned \$39.6 million in total compensation for fiscal 2024, a more than 32% year-over-year jump. This included a pair of equity awards, with the second worth \$20 million, "in light of the Company's extraordinary fiscal 2024 performance."

**Who is Salesforce's biggest competitor?**

**Who are the 4 founders of Salesforce?** Salesforce was founded in 1999 by former Oracle executive Marc Benioff, together with Parker Harris, Dave Moellenhoff, and Frank Dominguez as a software-as-a-service (SaaS) company. Two of Salesforce's earliest investors were Larry Ellison, the co-founder and first CEO of Oracle, and Halsey Minor, the founder of CNET.

**Why did Salesforce CEO leave?** After a lot of reflection, I've decided to return to my entrepreneurial roots. Salesforce has never been more relevant to customers, and with its best-in-class management team and the company executing on all cylinders, now is the right time for me to step away."

**How much is Marc Benioff worth?**

**Who is the wife of the CEO of Salesforce?** MARC Benioff is well-known as the CEO of the software company Salesforce and as the owner of Time magazine. Now, people want to know more about the billionaire's wife, Lynne Benioff.

**Who is the CEO of Marc?** Arshad Mohamed Ismail is the Group Chief Executive Officer (GCEO) of MARC. He has vast experience in banking and finance, especially in the areas of corporate banking, debt capital markets, Islamic finance, asset management and development finance.

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