



Lena Waters

Chief Marketing Officer

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Lena Waters is Grammarly's Chief Marketing Officer. She leads marketing strategy, focusing on delivering the brand promise to customers, driving demand for products, and growing revenue to scale the company.

Effective communication and bringing clarity to every interaction have always been important to Lena. She believes deeply in Grammarly's mission to improve every communication and make life better for customers.

Prior to Grammarly, Lena scaled global consumer and B2B teams at high-growth companies like DocuSign, Lookout, and Responsys. With her passion for storytelling, data, and experiences, Lena has been at the forefront of digital and enterprise marketing for over two decades, specializing in demand and lifecycle marketing, product-led growth and growth marketing, brand creative and digital strategy, field and event marketing, and marketing operations and technology.

Her second job is serving as an unpaid roadie and novice videographer for her son's Cajun music performances around the San Francisco Bay Area.

Lena holds a Bachelor of Commerce in marketing from the University of Northern British Columbia in Canada, and lives in Moraga, California, with her husband and son.