

Workday Appoints Jess O'Reilly as New ASEAN Leader

With Over a Decade of Experience in the Region, O'Reilly will Drive Workday's ASEAN Growth Strategy Amid Strong Momentum

PLEASANTON, Calif., April. 9, 2025 /PRNewswire/ -- [Workday, Inc.](#) (NASDAQ: WDAY), the AI platform for managing [people](#), [money](#), and [agents](#), today announced the appointment of Jess O'Reilly as the General Manager for its ASEAN business.

Based in Singapore, O'Reilly will be responsible for driving Workday's growth in the ASEAN region as well as fostering deep client and partner relationships. As a key member of the Asia Pacific leadership team, she will lead the development and execution of Workday's regional sales strategy, driving revenue growth and market share expansion.

O'Reilly brings with her more than 15 years of experience in the technology industry. With a strong passion for driving digital innovation and business growth for global and local organisations, she has spent over a decade focusing on the unique needs of South-East Asian customers for leading cloud and SaaS companies such as Salesforce, UiPath, and Twilio.

This key appointment comes amid rapid digital acceleration in the ASEAN market, as organisations seek to invest in intelligent enterprise solutions to drive growth, efficiency, and improve competitiveness.

"Organisations in ASEAN are transforming their approach to workforce management with impressive agility. Workday has been leading workforce transformation and the integration of enterprise AI for well over a decade, with the vision to elevate humans, supercharge work and bring businesses forever forward. I am excited to build on this vision and momentum in ASEAN, continuing to deliver world-class innovations to support our customers on their transformation journey," said **Jess O'Reilly, General Manager, ASEAN, Workday**.

"Jess's deep understanding of the ASEAN market, particularly her experience in Singapore which is home to some of Workday's largest and most strategic accounts in APAC, makes her the ideal leader to drive our next phase of growth," said **Simon Tate, President of Workday Asia Pacific**. "The Singapore government's forward-thinking approach to digital transformation and its commitment to fostering innovation creates a dynamic environment for businesses to thrive. Jess's leadership will be crucial in helping our customers harness the power of a multi-generational workforce, pivot to skills-based strategies, and embrace the transformative potential of Agentic AI to build a future-ready workforce. I'm thrilled to welcome Jess to the team."

<https://en-sg.newsroom.workday.com/2025-04-09-Workday-Appoints-Jess-O-Reilly-as-New-ASEAN-Leader>