

Workday Names Edward Charter Country Leader for Canada

Former Salesforce Executive will be Responsible for Accelerating Growth in the Canadian Market

PLEASANTON, Calif., May 20, 2025 /PRNewswire/ -- [Workday, Inc.](#) (NASDAQ: WDAY), the AI platform for managing [people](#), [money](#), and [agents](#), today announced the appointment of Edward Charter as country leader for Canada.

Charter brings with him over 20 years of experience in technology business development and sales leadership throughout North America. He spent the last 18 years in various leadership roles at Salesforce, where he focused on driving customer success and growth. His career began at Dell, where he developed a passion for building and growing teams.

Based in Toronto, Charter will spearhead Workday's continued expansion in the Canadian market with a focus on deepening customer and partner relationships nationwide. A member of the North America leadership team, he will direct Workday's regional sales strategy in Canada to drive increased revenue and market share.

"The Canadian market is of significant importance to Workday, representing one of our largest markets worldwide," said Rob Enslin, president and chief commercial officer, Workday. "Ed's appointment underscores our commitment to the region, and his expertise will be instrumental in driving the next phase of growth while supporting our substantial Canadian customer base."

Workday offers bilingual services in Canada and has operated in the country for over two decades, growing to over 1,000 employees and a robust base of over 450 customers across various sectors.

"As AI continues to transform the world of work, it is an honour to be leading the next chapter of Workday's growth journey in Canada," said Edward Charter, country leader, Canada. "I look forward to partnering with our talented employees to deliver meaningful innovation for our Canadian customers as they redefine the future of work."

This key appointment comes at a time when more and more Canadian businesses, industries, and government organizations are turning to modern cloud-based technologies like Workday to accelerate their own HR and finance transformations.

Forward-Looking Statements

This press release contains forward-looking statements including, among other things, statements regarding Workday's plans, beliefs, and expectations. These forward-looking statements are based only on currently available information and our current beliefs, expectations, and assumptions. Because forward-looking statements relate to the future, they are subject to inherent risks, uncertainties, assumptions, and changes in circumstances that are difficult to predict and many of which are outside of our control. If the risks materialize, assumptions prove incorrect, or we experience unexpected changes in circumstances, actual results could differ materially from the results implied by these forward-looking statements, and therefore you should not rely on any forward-looking statements. Risks include, but are not limited to, risks described in our filings with the Securities and Exchange Commission ("SEC"), including our most recent report on Form 10-Q or Form 10-K and other reports that we have filed and will file with the SEC from time to time, which could cause actual results to vary from expectations. Workday assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release, except as required by law.

Any unreleased services, features, or functions referenced in this document, our website, or other press releases or public statements that are not currently available are subject to change at Workday's discretion and may not be delivered as planned or at all. Customers who purchase Workday services should make their purchase decisions based upon services, features, and functions that are currently available.

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About Workday

[Workday](#) is the AI platform for managing [people](#), [money](#), and [agents](#). The Workday platform is built with AI at the core to help customers elevate people, supercharge work, and move their business forever forward. Workday is used by more than 11,000 organizations around the world and across industries – from medium-sized businesses to more than 60% of the Fortune 500. For more information about Workday, visit [workday.com](#).

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