

Gary Briggs



From 2013-2018, Gary was the CMO of Facebook, responsible for the company's brand, consumer, and product marketing. Prior to joining Facebook, from 2010-13, he served in various roles at Google, including CMO of Motorola upon its acquisition by Google, and VP, Consumer Marketing.

During his tenure at Google, he led marketing efforts for search, maps, commerce, Chrome, Google+, Google.org, and the Google brand overall. Prior to joining Google, Gary was CEO at Plastic Jungle, a gift card startup, where he joined their board of directors. Before that, Gary worked at eBay from 2002-08 in roles as vice president of Consumer Marketing, general manager of eBay Canada, global marketing head of PayPal, and CMO of eBay North America.

Gary worked for six years at Pepsi, where he launched Aquafina, Pepsi's joint venture with Starbucks and was director of Brand Pepsi. He also spent two years at IBM running worldwide brand strategy and was an engagement manager at McKinsey.

He earned a Bachelor of Arts degree in 1984 from Brown University and a Masters in Management in 1989 from the Kellogg School of Management, Northwestern University.

He serves on the boards of Etsy, Inc (NASDAQ: Etsy) and Petco, as well as an advisor to several early stage companies. Gary is married and has twin boys.

Rob Chesnut



Rob is a graduate of Harvard Law School and the University of Virginia. He worked for 14 years with the U.S. Justice Department, including 10 years as an Assistant United States Attorney in Northern Virginia. As a federal prosecutor, Rob ran the Major Crimes unit and prosecuted a wide variety of cases, including bank robberies, kidnappings, murder, and drug trafficking organizations. He handled the prosecution of CIA, FBI and other employees of the intelligence community for espionage, including CIA employee Aldrich Ames. He is the recipient of the Justice Department's John Marshall Award for litigation, and the CIA's Outstanding Service Medallion.

In 1999, Rob left the U.S. Attorney's Office and moved to California to become eBay's third attorney, handling a wide variety of litigation, IP and regulatory/compliance matters for the company globally. Rob was promoted to run the company's North American legal division in 2001, and in 2004 he was promoted to eBay's executive leadership team as Sr. Vice President of a newly created Trust and Safety department. As the founder and head of eBay Trust and Safety, Rob was responsible for overseeing all site rules and policies for the eBay

global community of over 150 million users, and building the first ecommerce person to person platform trust and safety team. Rob and his team built eBay's fraud detection and prevention infrastructure, and his team of over 2000 employees reduced reported fraud and counterfeiting activity on eBay's 20+ sites by 60% over 4 years.

Rob was eBay's spokesperson for site policies and fraud, and he was interviewed in over 200 television, newspaper, radio, and magazine stories for his pioneering role in combating Internet fraud. He left eBay in the fall of 2008 to become the General Counsel of LiveOps, Inc. in Santa Clara, CA, and moved to Chegg in 2010 as the general counsel and the company's first lawyer. Rob set up Chegg's legal department, and as a member of the executive team helped transform the company from a physical textbook rental site to a multi-service digital learning platform. He led the effort to take Chegg public on the NYSE in the fall of 2013, where it enjoys a market cap of over \$4 billion.

Rob joined Airbnb as General Counsel in the spring of 2016, where he grew the legal team from 30 to over 150 legal professionals in 20 offices around the world. His team led initiatives to promote home sharing and address regulatory issues with local governments and landlords around the world. In 2018, Rob was honored by the Financial Times as one of the Global 25 General Counsel. After serving as General Counsel Rob became the Chief Ethics officer and developed a popular interactive employee program, Integrity Belongs Here, to help drive ethics throughout the culture at the company. His book – "Intentional Integrity: How Smart Companies Can Lead an Ethical Revolution" is out now. He now serves as an advisor to Airbnb, along with several other internet marketplace startup businesses, including Uber, Upwork, Turo, and Poshmark.

He lives in San Francisco, CA, and spends his spare time playing basketball with his son and watching his daughter's theatre performances.

Carilu Dietrich



Carilu Dietrich is an executive coach and strategic advisor to B2B tech companies. As a former marketing executive at a Fortune 100, a pre-IPO unicorn and a Series C startup, Carilu brings a unique perspective to leadership, operational excellence and work-life balance.

Carilu was recently the CMO of Classy, a high-growth startup providing online fundraising software to nonprofits. Previous to Classy, Carilu was the Head of Corporate Marketing at Atlassian, the team collaboration software company behind Jira and Confluence. Carilu was brought into Atlassian to reposition the tech unicorn from a "developer tools provider" to a "collaboration platform for all."

She built out the team, processes and brand that helped propel the company to an incredibly successful IPO. Prior to Atlassian, Carilu was

Senior Director of Awareness Advertising for Oracle where she wrote front page ads in the Wall Street Journal and spent \$40M per year on global ads in airports, print and digital. She also ran Oracle's sports marketing including America's Cup and the Warriors' Oracle Arena.

Carilu sits on the board of Pledge 1%, a nonprofit she co-founded in 2014 to encourage entrepreneurs to focus on both company growth and giving.

Carilu has intimate compassion for work-a-holics, overachievers and perfectionists who love what they do but also want to find more flow, balance and connection.

Alan Gellman



Convivo Leadership, is an executive coach who works with leaders and their teams. His mission is to help successful people succeed more, increasing long-term joy and impact for themselves, their teams and their organizations. He has coached C-level executives as well as those at the VP and director level. He has also coached startups, non profit leaders and a Pulitzer Prize-winning best-selling author.

His 30-year career in marketing and general management spanned multiple industries including financial services, insurance, health care and consumer packaged goods. He held senior roles in enterprises ranging in size from Wells Fargo to a startup where he built a new brand identity and which he helped significantly scale during his tenure. When he was Chief Marketing Officer at Esurance, Business Insider named him one of the 50 Most Innovative CMOs in the World, and his team won the

Super Bowl “Hashtag Bowl,” according to Forbes.

He serves on the North American Advisory Board of the CMO Council; is a Fellow on the Future of Money Project at the Center for the Digital Future, part of the USC Annenberg School of Communications; and serves on the Board of Directors of Pact, An Adoption Alliance. He holds degrees from the University of Pennsylvania and the University of Rochester’s Simon School. Alan has a passion and talent for developing people to be their best. He is married with two children in the San Francisco Bay area and loves cycling and hiking in the Bay area hills.

Kip Knight



Kip was Chief Marketing Officer for Taco Bell from 1999 to 2001. He began his career at Burke Marketing Research and has worked in 65 countries during his 40-year career. Kip spent 10 years in brand management at Procter & Gamble and 10 years in PepsiCo’s international restaurant division, where he served as General Manager of North Latin America and the first head of marketing for KFC International.

Kip worked at eBay, the world’s largest e-commerce site. He was vice-president of marketing for eBay, North America. He was also responsible for managing eBay Canada. He was the first head of International Marketing and served as Regional Vice President for Ebay International for Latin America, Australia and Taiwan. Knight joined H&R Block in 2012 and served as president of the U.S. Retail Operations.

In addition, he served as president of H&R Block International.

Kip is the founder of the U.S. Marketing Communication College (USMCC), a pro bono organization which works with the State Department to train diplomats on marketing strategy and implementation. He is also the founder of CMO Coaches, a national coaching service for marketing executives. Kip is co-author of “Crafting Persuasion: The Leader’s Handbook to Change Minds and Influence Behavior” and author of “Learn to Leap: How Leaders Turn Risk into Opportunities.”

Knight earned his Bachelor of Science degree in marketing from Louisiana State University (he was recognized as one of LSU’s Alumni of the Year in 2007) and his Master of Business Administration from the University of Cincinnati. He has two sons. He and his wife Peggy live in San Juan Capistrano, California.

Jennifer Leuer



Jennifer Leuer is a senior operating executive and board member with more than 20 years of experience, focusing on launching, scaling and optimizing digital and SaaS businesses. Jennifer has led both B2C and B2B organizations, driving vision and strategy through creating high performing teams and prioritizing customer needs. She brings expertise in business transformation, M&A transactions and integration, leadership, and creation of intentional culture. Jennifer also brings corporate governance experience from her private and public board roles.

Jennifer's most recent operating role was CEO of CyberScout, a global provider of identity and cyber defense services. She also served on its Board of Directors. She and her fantastic leadership team reinvigorated the business' growth before she negotiated the company's sale to private equity in 2021.

Prior to that, Jennifer held a variety of roles during two tenures with Experian (LSE: EXPN), including President of Experian Partner Solutions. She returned that B2B2C business to growth by reorienting the vision and strategy, overhauling service delivery globally and leading a transformative acquisition. While at Experian, she also launched ProtectMyID and later helped scale the Consumer Services business while leading product, membership and acquisition integration. Jennifer gained real estate transaction experience at Auction.com, where she launch the consumer residential business as General Manager and went on to scale the commercial real estate group there.

Jennifer is an Independent Director for BigRentz, a private equity backed company that is the largest equipment rental organization in the U.S. She is a member of the Audit and Strategy committees. Jennifer also served on the board of Collectors Universe (NASDAQ: CLCT), the leading provider of grading and authentication services. She joined during negotiations with an activist investor and had the unique opportunity of serving during the sale of the company. She was a member of the Strategy and Compensation committees.

Jennifer also serves on the Executive Committee of Octane, a nonprofit focused on connecting people, resources and capital to bring technology jobs to Southern California.

Jennifer earned her MBA from University of California Irvine Paul Merage School of Business and her BA in Communications from California State University, Fullerton. She is also a graduate of the College of Executive Coaching's Intensive Coach Training Program. Jennifer is pursuing her Directorship Certification through the National Association of Corporate Directors and is also a member of Women Corporate Directors.

Mike Linton



Mike Linton is Chief Marketing Officer at Farmers Group, Inc. Mike's been in general management for over 30 years. After graduating from Bowling Green State University and Duke's Fuqua School of Business, he began his career in Brand Management at Procter & Gamble in 1980. He went on to Progressive Insurance, James River Paper Company and Remington in various Marketing and General Management positions. In 1999, Mike moved to Best Buy where he became its first-ever CMO, responsible for all marketing, brand management, research, customer relationship management, call centers, the internal advertising agency and public and investor relations.

In late 2006 he moved to eBay, first in general management as the Senior Vice President of eBay Motors, Canada, Half.com and eBay Stores and then as CMO. He left eBay in early 2009 and consulted for a number of companies while writing for Forbes.com. In 2010, he joined a Silicon Valley start-up, and was recruited to Farmers Insurance in October 2011 as its CMO, responsible for marketing, research, internal and external communications, the customer experience function and the company's digital and mobile efforts.

Linton is on the Board of Directors of The Wine Group and Medical Solutions and advises a number of early-stage companies. He previously served as a Director of Peet's Coffee & Tea, Capella Education, support.com and the Allen Edmonds Shoe Company (private equity). During his board service he has chaired both the Compensation and Nominating & Governance Committees.

Mike was named by Promotion Magazine as a Marketer of the Year in 2004 and by Ad Age as one of the most influential 30 marketers in 2003, 2004 and 2005. He was named one of the 50 Most Innovative CMO's in the World and Think L.A. Client of the year in 2017, has won 4 Effies and has been a speaker at numerous conferences. He is a charter member of the Marketing-50, was elected to the Retail Advertising Hall of Fame in 2008, rang the opening bell at the NYSE and has been featured in Fortune, The Wall Street Journal, the Boyden Leadership Series, Wine & Spirits, Advertising Age and Promo Magazine. Mike's hobbies include biking, travel, wine, and reading.

He and his wife Deb live in Northern California and have two grown children and two Rhodesian Ridgebacks.

Nancy Zwiers



Zwiers began her career at Procter & Gamble in 1980 in brand management. In her decade of working in CPG, she also worked at Tambrands, Inc. (formerly Tampax Inc.) and Heinz Pet Products. In 1990, she joined Mattel and rose to Senior Vice President of Global Marketing for the Barbie® brand. She was responsible for a brand representing 80% of Mattel's profits and led her team to reach its highest peak ever in financial performance.

She ultimately became General Manager of the Girls Toys division for Mattel. She founded her consulting firm, Funosophy, Inc., in 2000 with 60+ independent contractors. Her company had over 200 clients, from start-ups to large multinationals, including Disney, Hasbro, Leapfrog and other leading companies. Her clients appreciated Nancy's strategic thought leadership and her ability to help them significantly grow their businesses.

In 2015, Nancy joined Spin Master, Inc. to become EVP/CMO at Spin Master, the world's fourth largest toy and children's entertainment company, and makers of Paw Patrol® and Hatchimals® brands. She led the company's eight global business units and helped drive +80% growth during her 3+ years.

Helping people learn and grow is Nancy's purpose and passion. As Executive Board member of Women in Toys, Licensing, and Entertainment, she has been Co-Chair of the Empowerment Committee (and Empowerment Day, established in partnership with Walmart). As an industry thought leader and female role model, Zwiers has received numerous awards and accolades, including Entrepreneur of the Year, Inventor of the Year, and the prestigious 2018 Mentorship Award.

Zwiers has served on the Toy Association Board of Directors and has volunteered as a CASA mentor as well as a faculty member for the US Marketing Communication College serving the U.S. State Department.

Nancy earned a BS in Marketing at the University of Illinois at Urbana-Champaign and worked on a Masters in Organizational Psychology at Columbia University in NYC.