

### ***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.

### ***Craig Coffey***



Craig Coffey is the Founder and President of Way Maker Leadership LLC, an executive coaching practice serving leaders and their teams to fulfill their greatest potential and deliver inspired results. Craig brings a wealth of leadership experience into his coaching practice having held senior-level positions, including CMO and General Manager roles for several Fortune 200 companies.

He is an accomplished, results-oriented leader with a proven track record of building businesses and well-recognized global brands for Kraft, YUM!, PepsiCo, Nokia, and Wells Fargo, to name a few. This experience enables Craig to quickly identify with a leader's complex role and challenges. Craig provides an executive coaching experience distinguished by trust, openness, active listening, and direct dialogue. His approach helps uncover new insights, refine skills, and deliver measurable results. As a result, clients grow while preserving their authentic selves.

Notably, Craig is a Diversity, Equity & Inclusion (DE&I) champion helping organizations game-plan how to recruit, develop, and advance future leaders. He organically embeds DE&I concepts and insights into his everyday coaching, aiding clients to be more effective leaders and team members.

Craig is also an active volunteer with American Corporate Partners as a dedicated mentor to US veterans transitioning from military service into the private sector. Craig and his wife Ericka reside in Dallas, TX. Craig's faith is his foundation. He finds joy in family, fitness, film, and food.

## ***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***



Alan Gellman, founder of 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.

Kip is currently Operating Partner at Thomvest Ventures, a VC firm based in San Francisco. He is the founder of the U.S. Marketing Communication College (USMCC), a pro bono organization which worked 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.

## Mike Linton



Mike Linton has held numerous marketing, general management and board of director positions throughout his career. Most recently, he served as Ancestry's Chief Revenue Officer where he led consumer and product marketing with a focus on profitable growth and building a global brand. Prior to that, he served 8 years as the Chief Marketing Officer of Farmers Insurance where his responsibilities included marketing, research, internal and external communications, customer experience and the company's digital efforts.

He also served as the CMO of eBay and as Best Buy's first ever Chief Marketing Officer. During his nearly eight years at Best Buy his responsibilities included all marketing, customer service, research, and investor and public relations and he designed and built much of the department from scratch.

Earlier in his career, Mike worked at Procter & Gamble in brand management and James River and Progressive Insurance in both marketing and general management. Linton is currently on the Board of Directors of Allworth Financial and advises several early-stage companies. He previously served on the boards of Peets Coffee & Tea, Allen Edmonds Shoes, The Wine Group, Medical Solutions, LoanDepot, support.com, and Capella Education. He has been chair of both the Compensation and Nominating & Governance Committees.

Among numerous recognitions, Mike was named three times by Ad Age as one of the most influential 30 marketers, has been awarded 4 Effies and a Valiente, and was elected to The Retail Advertising Hall of Fame. In 2017, he was named one of the 50 Most Innovative CMO's in the World by Business Insider and client of the year by ThinkLA. Linton received his undergraduate degree from Bowling Green State University and his MBA from Duke's Fuqua School of Business.

## ***Babs Rangaiah***



Babs Rangaiah is currently a Columbia certified Executive Coach and is in the midst of attending an Advanced Executive Coaching Program at Columbia University in NY. In his most recent role as an SVP at ViacomCBS, he led on-air promotions, media, performance marketing, and data solutions. His directive was to modernize their media and digital marketing approach to drive both linear ratings as well as streaming app downloads.

Before joining ViacomCBS, Babs was Executive Partner, Management Consulting at IBM, where he led B2B marketing solutions for IBM's Interactive Experiences (iX) division. Prior to that, Babs spent the bulk of his career at Unilever as the Vice President of Global Communications Planning for all Unilever Global Brands, based in their London Headquarters.

He was responsible for digital transformation across the marketing organization and oversaw a team that worked with Global Brands and local geographies to infuse Digital Strategy and Integrated Channel thinking into the creative development process.

Under his leadership, Unilever was recognized as one of the best and most innovative companies in its use of marketing. In 2008 & again in 2012, Unilever was named "Digital Marketer of the Year" by Advertising Age & in 2008 was named CPG marketer of the Year by MediaPost. Babs was also named one of Advertising Age's 2007 Media Mavens, one of OMMA's 2008 All-Stars, one of The Internationalists "2009 International Marketers of the Year", one of The Media Festivals, 2010 Executives of the Year, Digiday's 2011 top marketing "tweeter" and of the Internationalists 2013 top 100 marketers.

Prior to joining Unilever, Babs spent 3 ½ years as the Vice President, Client Services for the interactive firm AGENCY.COM and several years at the advertising agency, DMB&B, most recently as a Vice President on Procter & Gamble.

Babs was born just outside Bangalore, India, has lived in London, UK and currently resides in Westchester, NY with his wife & three children.



## ***Nathalie Trouillot***



Nathalie Trouillot is the Founder and CEO of NT Consulting, LLC, an a global strategic operational advisory and coaching practice focused on business and leadership transformation. Her signature approach to modern embodied leadership incorporates a heart-centered and DEI&B focus that helps emerging and established leaders build meaningful change.

Nathalie is a seasoned executive with 20+ years of experience as a change maker at international, top-tier entertainment, sports, automotive, gaming, and nonprofit organizations. She served as Vice President of Affiliate Marketing at MTV Networks and in senior management roles at Disney, ESPN, and SONY Pictures, where she ran global marketing two television channels for SONY in Latin America.

After SONY Television, she was named CMO at Edmunds.com, where in less than 18 months she revitalized the brand and how car buyers research and buy cars. She most recently made her mark in the \$200 billion video game industry as GM & CMO of video game payments company Xsolla. As she rose to the executive level, Nathalie put in the work to transform organizations and crystalize her modern, embodied leadership approach.

She is passionate about sharing her lived experience and provides psychologically-safe, trauma-informed coaching to women and visible minorities facing similar obstacles she has overcome. Nathalie has earned degrees in Leadership Executive Leadership Programs at UCLA Anderson School of Management, Harvard Business School, and the Creative Center for Leadership. She received a BA at New York Institute of Technology. Nathalie lives in Venice, CA, with her two children, Luc and Chloe.

## ***Nancy Zwiers***



Nancy 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.

