



## BOZOMA SAINT JOHN

Former CMO at Netflix and Endeavor, CBO at Uber, and Marketing Executive at Apple Music  
and PepsiCo

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- Trailblazing Brand Marketing Executive
  - Former CMO at Netflix and Endeavor, CBO at Uber, and Marketing Executive at Apple Music and PepsiCo
  - Named Forbes' "#1 Most Influential CMO"
  - Change Agent and Innovation Expert
  - Featured in lists such as Fortune Magazine's "Disruptors, Innovators & Stars 40 Under 40," Fast Company's "100 Most Creative People", and more
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Over the course of her career, former Netflix Global Chief Marketing Officer Bozoma “Boz” Saint John has earned a formidable reputation as a trailblazing brand and marketing executive and genuine change-agent in the space. Few people have the depth and breadth of experience that Boz has. Couple that with her remarkable success at Pepsi, Apple, Uber, and the Endeavor brands (WWE | IMG, Miss Universe, Ultimate Fighting Champion, Professional Bull Riders, and more) and you have one of the most effective marketers of any generation.

With almost 20 years of experience that spans multiple industries including digital music and entertainment, consumer packaged goods, fashion, sports and automotive, Bozoma is a leader heralded for her bold thinking and cutting-edge ideas. Prior to Netflix and Endeavor, she served as the Chief Brand Officer at Uber, where she was tasked with telling the stories of millions of riders and driver-partners across over 600 cities, and as the Head of Global Consumer Marketing for Apple Music and iTunes, where she built and launched Apple Music, as well as spearheaded campaigns geared towards growing consumer brand recognition, loyalty, and equity around the world.

Recognized for her breakthrough work by both the industry and her peers, Boz is a member of the Billboard Hall of Fame, as well as the Hall of Achievement for the American Advertising Federation. She has been the recipient of numerous awards, named Forbes #1 Most Influential CMO in 2021, Executive of the Year by Billboard Magazine, and featured in lists such as Fortune Magazine’s “Disruptors, Innovators & Stars 40 Under 40,” Fast Company’s “100 Most Creative People”, and more.

Hailed as the “coolest person to ever go on stage at an Apple event,” by BuzzFeed, Bozoma brings unparalleled energy, transformative thinking, and innovative ideas to each engagement.

## **TEMAS**

Bozoma tailors each presentation to the needs of her audience and is not limited to the

topics listed below. Please ask us about any subject that interests you;

- Leadership
- Marketing
- Innovation
- Change
- Diversity
- Empowering Women

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## **PROGRAMAS**

### **A conversation with Badass Boz: leadership, creativity, and success for the future of business**

Over the course of her aweinspiring career, Netflix CMO Bozoma Saint John has earned a formidable reputation as a trail blazing brand marketing executive and change agent. With nearly two decades of experience at some of the most iconic and innovative companies worldwide—from being CMO of Endeavor- one of the world's largest talent representation agencies, to executing Beyoncé's Emmy-winning Super Bowl performance while at Pepsi, to heading iTunes and Apple Music's global consumer marketing efforts, to helping turn around Uber's reputation as their first-ever Chief Brand Officer, to her current role as CMO of Netflix-- Bozoma has always combined her pop culture savvy, analytical consumer insights, and ability to predict the zeitgeist, to reach new, unprecedented heights. In this powerfully honest, informative, and empowering conversation, Bozoma shares lessons from her life and career, shedding illuminating insight on leading through times of disruption, the importance of having your fingers on the cultural pulse, and resiliency in the face of unpredictability. Weaving in her personal experience as a daughter of two Ghanaian immigrants, a mother, and one of the few women and people of color at the C-Level of not one, not two, but three Fortune 500 companies, Bozoma leaves audiences ready to boldly take on the future.

### **Understanding pop culture: anticipate what's coming (and avoid being tone deaf)**

Named to Fast Company's "100 Most Creative People" and Fortune's "Disruptors, Innovators & Stars," Netflix CMO Bozoma Saint John has used her pop culture intuition and uncanny ability to predict trends and understand what's really happening beyond the world of C-Suite offices and analytical spreadsheets, to redefine the strategies of some of the most iconic and innovative companies worldwide. Prior to Netflix, Bozoma was the CMO of Endeavor, one of the largest entertainment representation companies on the world. From helping Pepsi resuscitate a failing Mountain Dew through an unlikely partnership in the world of Harlem streetball, to stealing the show at Apple's keynote World Wide Developers Conference with a presentation that had BuzzFeed call her the "coolest person to ever go on stage at an Apple event," to bringing in a series of A-List celebrity partnerships to help a PR-beleaguered Uber redefine its relationship between drivers and riders, Bozoma understands the power of pop culture as a bridge to connect with consumers, tap into overlooked and misunderstood markets, and drive unprecedented success. In this fascinating and in-formative talk, Bozoma reveals the future of marketing and brand development, sharing actionable lessons on how to understand the current cultural moment, and redefine relationships with consumers and clients. With infamous—and viral-- marketing "misses" paralyzing marketers who fear being the next ones to make a mistake, Bozoma highlights how and why pop culture is the key to tone deaf avoidance and spot-on marketing success.

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## CONDICIONES

- **Travels from:** USA
  - **Fee Range:** Please Inquire
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