



About our keynote **Bozoma Saint John**

Over the course of her career, Bozoma “Boz” Saint John has earned a formidable reputation as a trail blazing brand marketing executive and change agent. With almost 20 years of experience that spans multiple industries including digital music/entertainment, consumer packaged goods, fashion, sports and automotive, Boz is uniquely qualified for her current role as the Chief Marketing Officer at Endeavor.

Prior to Endeavor, Boz was appointed into the newly established role of Chief Brand Officer at Uber in June 2017 to utilize her years of expertise in combining her pop culture savvy, analytical consumer insights, and the ever-changing media landscape to build a deeper, more meaningful connection between Uber and its drivers and riders.

Boz rose to fame in tech circles during her role as the Head of Global Consumer Marketing for Apple Music and iTunes (including iTunes movies, iBooks and Apple News) where she spearheaded campaigns geared towards growing consumer brand recognition, loyalty and equity around the world. Her most electrifying moment at Apple was when Boz stole the show at Apple’s keynote World Wide Developers Conference when she introduced the new user interface for Apple Music. Following her presentation, *Buzzfeed* called her the “coolest person to ever go on stage at an Apple event.”

Before Apple Music and iTunes, Boz was head of the Music and Entertainment Marketing Group at Pepsi-Cola North America, where she drove breakthrough, integrated & sustained consumer engagement plans for brands across the soda giant’s beverages portfolio. She created partnerships with film studios for authentic product placement, record labels for breakthrough commercial deals, and the sports

industry for live brand experiences. During her tenure, she developed programs with some of the world’s biggest stars like Kanye West, Tom Brady, Kerry Washington, Nicki Minaj, Eminem, Lady Gaga, Taylor Swift, Drake, & Mary J Blige and of course her idol, THE Michael Jackson. It also during this time, that Boz worked on the highest profiled sports event with the NFL for the Super Bowl Halftime Show (featuring Beyonce in 2013, Bruno Mars in 2014, and Katy Perry in 2015).

Boz has been recognized for her breakthrough work by both the industry and her peers, having been inducted into the American Advertising Federation Hall of Achievement in 2014. She currently sits on its Executive Committee. She was named

- 2016’s Executive of the Year by *Billboard* Magazine,
- featured in *Fortune* Magazine’s Disruptors, Innovators & Stars 40 Under 40 feature
- *Billboard*’s Top Executives 40 Under 40
- *Ad Age*’s 50 Most Creative People
- *Ebony* Magazine’s 100 Powerful Executives,
- *Black Enterprise* ’s Most Powerful Women in Business,
- serving on the board of Girls Who Code, and Vital Voices
- executive mentor for the Levo League.

In spite of all of her professional accomplishments, Boz recognizes her greatest job is as mother to her 9 year old daughter, Lael. After the death of her husband Peter to cancer in 2013, Boz also took on the efforts of raising funding for cancer research, and was recognized by the TJ Martell Foundation at their Women of Influence gala for her devotion to the cause.