



JOANNA POPPER

BOARD EXPERIENCE

Metaphysic AI – Board Observer
Unity (NYSE: U) – Charitable Fund
Advisory Board
Wild.xyz – Advisory Board
Academy of Television Arts & Sciences –
Emerging Media Executive Board
SXSW – Pitch Advisory Board
Vidcon – Industry Board
Infinity Festival – Leadership Board
Producers Guild – Innovation Chair
Production Industry Council – Board

C-LEVEL AND EXECUTIVE EXPERIENCE

Creative Artists Agency (CAA) –
Chief Metaverse Officer
HP Inc (NYSE: HPQ) – Global Head of VR
Singularity University – Executive VP
Media and Marketing
Comcast NBCUniversal Telemundo (Nasdaq:
CMCSA) – VP Marketing

INDUSTRIES & EXPERTISE

Media – Technology – Gaming –
Artificial Intelligence -- Spatial Computing –
Strategy – Go-to-Market – Brand Building –
Business Development -- Partnerships --
Digital – Supply Chain – Global Expertise

EDUCATION

The Wharton School,
University of Pennsylvania MBA
Northwestern University BA

CONTACT

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GROWTH, INNOVATION & TECHNOLOGY LEADER

Known for identifying future-facing technical trends to help business leaders secure strategic advantage, innovate business models, and deliver impact, Joanna Popper brings three decades of senior executive experience spanning media, entertainment, technology, strategy consulting, Wall Street, and board leadership. Joanna has driven innovative and profitable growth for public, private and start-up companies.

Joanna has experience working with Boards on corporate governance, digital transformation, brand building, product strategy and Go-to-Market innovation. She has advised and mentored CEOs and Board Chairs on innovation and navigating new technology including Artificial Intelligence, AR/VR, spatial computing, as well as strategy resets, investments, fundraising, strategic partnerships, creative storytelling and organizational structure. Her extensive expertise extends to P&L ownership and building skunkworks and intrapreneurship teams and products within large, matrixed companies, driving 10x growth.

Fluent in three languages and with a business background spanning over a hundred countries, Joanna excels in crafting global strategies with localized impact. She is also known for her commitment to catalyzing corporate financial returns and coaching leaders in creating equitable work environments with high-achieving leadership teams. She has served on the Boards of Directors and Advisory Boards for private companies and organizations and is qualified to serve on Nomination/Governance and Compensation Committees.

Joanna's achievements have earned recognition as "Business Transformation 150," "Top Women in Media: Industry Leaders," "Women of the Future," "Digital It List," "Top Women in Media: Game Changers," "50 Women Can Change the World in Media & Entertainment," "25 Pioneers in the Metaverse," and "Top 50 Original Thinkers in Virtual Reality."

She is a dynamic and highly sought-after global speaker (400 talks), a dedicated advocate for women's and underrepresented groups' leadership causes, and a mentor to many professionals. She has spearheaded affinity groups at HP, NBCUniversal, and throughout the media and tech industry.

Joanna commenced her career in investment banking and strategy consulting, holding an MBA from the Wharton School at the University of Pennsylvania and a BA from Northwestern University. Additional development includes Deloitte and United Way Board of Directors Training and Coaching Training.

