



JOANNA POPPER

BOARD EXPERIENCE

Metaphysic AI – Board Observer (acquired by DNEG)

Unity (NYSE: U) – Advisory Board

Filmgate Interactive – Board of Directors

Producers Guild – Board of Directors

Escape.AI – Advisory Board

Academy of Television Arts & Sciences –
Emerging Media Executive Board

SXSW – Advisory Board

Vidcon – Industry 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 – AI – Strategy

Go-to-Market – Brand Building

Digital Transformation – Partnerships

Business Development – Global Expertise

Gaming – Spatial Computing

EDUCATION

The Wharton School,
University of Pennsylvania MBA

Northwestern University BA

CONTACT

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GROWTH, DIGITAL TRANSFORMATION & INNOVATION LEADER

Joanna Popper is a board-experienced executive with three decades of leadership driving growth, digital transformation, and innovation across media, technology, and consumer sectors. She brings a proven track record of scaling new businesses, delivering 10x growth, and guiding companies through disruption with a focus on enterprise strategy, innovation at scale, and global market leadership. She has directed growth and transformation initiatives across multi-hundred-million and billion-dollar divisions.

She has held senior leadership roles at Creative Artists Agency, HP, NBCUniversal, and Singularity University, where she built and led new business units, spearheaded award-winning digital initiatives, and developed cross-platform strategies that expanded markets and audience reach. Her early career in investment banking and at McKinsey provided a foundation in corporate finance and strategic planning.

Joanna served on the MetaphysicAI Board (acquired by DNEG) and a Unity Technologies advisory board (NYSE: U) and serves on the Producers Guild and Filmgate Interactive Board of Directors. She brings governance expertise in innovation strategy, digital transformation, brand building, and AI integration. She has contributed to board decisions on strategic pivots, go-to-market realignment, executive succession, and AI policy oversight, grounding her work in value creation and long-term impact.

She led AI policy development and advised CEOs and boards on technology adoption, productivity acceleration, and risk mitigation. With experience navigating global supply chain complexity and operational uncertainty, Joanna helps leadership teams scale with resilience. She led global teams, bringing a cross-border perspective to enterprise strategy and organizational transformation. Fluent in three languages and with professional experience across more than 100 countries, she brings a global mindset to board service.

Her leadership has been recognized by Top Women in Media, the XR Hall of Fame, Business Transformation 150, and 50 Women to Watch for Boards. A trusted public voice, she has delivered over 400 keynotes and media appearances worldwide, including SXSW, CES, Cannes, Collision, and interviews with Bloomberg, Forbes and The Wall Street Journal.

Joanna holds an MBA from The Wharton School, a BA from Northwestern University, and has completed governance training with Nasdaq, Equilar, Deloitte, United Way, and 50/50 Women on Boards. She is qualified to serve on Nominating and Governance, Compensation, Finance and Technology Committees.

