

EDLYNNE LARYEA

Board Director | Enterprise Operator | Platform & Growth Advisor

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BOARD DIRECTOR BIOGRAPHY

Edlynnne Laryea is a board director and enterprise operator specializing in AI-era transformation and commercialization. She brings what she calls execution intelligence: the ability to assess whether strategy, capability, and operating model are aligned to deliver growth and where structural gaps will limit performance. Her work focuses on helping organizations translate transformation into measurable revenue outcomes.

She is a Managing Director at Meta, where she leads a ~\$2B consumer platform business and advises Fortune 500 companies including Nestlé, PepsiCo, Coca-Cola, Mars, and Kraft Heinz on translating AI, platform shifts, and changing consumer behavior into commercial growth. Her work sits at the intersection of product, go-to-market, and revenue, helping organizations convert innovation into scalable outcomes.

Prior to Meta, she held international and global leadership roles at Unilever, Anheuser-Busch, and Johnson & Johnson, where she led brand P&Ls and enterprise transformation initiatives across digital, AI, and growth platform development. Across her career, she has been repeatedly deployed into high-uncertainty environments: declining performance, transformation mandates, and new market bets—to drive results and build organizational capability.

Her board contribution centers on diagnosing where organizations are structurally misaligned for growth and helping leadership teams translate strategy into effective go-to-market execution and sustained performance.

She serves as a Board Director at Smart Start Inc., a PE-backed safety technology company in Apollo Global Management's portfolio, where she has guided commercialization strategy and contributed to exit readiness. She also serves on the Advisory Board of Queen's University's Smith School of Business and previously served on the UN High Commissioner for Refugees Data Advisory Board.

BOARD VALUE PROPOSITION

- **AI & Organizational Adaptability** - assesses whether companies are positioned to compete in AI-driven markets
 - **Commercialization & Go-to-Market** - translates innovation into scalable revenue models
 - **Execution Intelligence** - identifies structural blockers and aligns organizations to deliver results
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BOARD & ADVISORY SERVICE

Smart Start Inc. — Board Director | 2022–Present

Apollo Global Management portfolio company | PE-backed safety technology

Queen's University, Smith School of Business — Advisory Board Member | 2023–Present

UN High Commissioner for Refugees — Data Advisory Board | 2019–2022