

## Andy Cunningham

Founder and President of Cunningham Collective; Expert In Marketing, Branding and Strategic Communications

An entrepreneur at the forefront of marketing, branding, positioning and communicating “the next big thing,” Andy Cunningham has played a key role in the launch of a number of new categories, including video games, personal computers, desktop publishing, digital imaging, and software as a service. Her first book, *Get to?Aha!?: Discover Your Positioning DNA and Dominate Your Competition*, was published in 2017.

Andy came to Silicon Valley in 1983 to work for Regis McKenna and help Steve Jobs launch Macintosh. She is the founder and president of Cunningham Collective, a marketing strategy firm dedicated to bringing innovation to market. The firm has worked with companies in a variety of markets, such as artificial intelligence, cannabis, crypto, information technology, big data, cloud, gaming, mobile apps, search, semiconductors, and virtual reality.

Andy serves on the following corporate boards: Public – The Trade Desk (ad tech); Private – AtlantisRoad Corporation (per seat on-demand business jet travel); MixR (workplace community building software); Motiv Power Systems (electric trucks); Specialized Bicycle Components, Inc. (bicycles and related gear); and Woodward Communications, Inc. (media). She also serves as a trustee of The Aspen Institute; the Computer History Museum; Gray Area Foundation for the Arts; Leonardo; and Menlo College. Andy serves on the advisory board of UNICEF. In addition, she is an advisor to Rolla (easy-to-use video assist software); Verneek (AI platform); and Signos (digital weight loss solution). Formerly, she served on the not-for-profit boards of YPO; CEO; the Peninsula Open Space Trust; and Northwestern University Medill School of Journalism, Media, Integrated Marketing Communications. Andy is an Aspen Institute Henry Crown Fellow, and holds memberships in WPO, CEO, TED and Women Corporate Directors. She has taught marketing classes at Carnegie Mellon University, Harvard Business School, Menlo College, New York University, Northwestern University, Quinnipiac University, San Jose State University, Ritsumeikan Asia Pacific University, Santa Clara University, Stanford University and the University of Southern California.

Andy graduated from Northwestern University and has attended the Harvard Business School Executive Education program for more than 10 years. She and her husband Rand Siegfried split their time between an old wooden boat in Sausalito, California and the Alpine Airpark in Alpine, Wyoming.