



Sukhinder Singh Cassidy

Founder, TheBoardlist

Founder, CEO and Chairman, Joyus, Inc.

Director, Ericsson, Urban Outfitters and TripAdvisor

Sukhinder Singh Cassidy is a leading digital media and marketing executive with over 18 years of leadership experience founding and scaling global and early stage tech companies including Google, Amazon, Yodlee, Polyvore, Joyus and News Corp. She is currently Founder of theBoardlist, and most recently served as the Founder & CEO and then Chairman of Joyus, Inc.

In June 2015, Sukhinder founded theBoardlist (<http://www.theboardlist.com>), a Benefit corporation and premium talent marketplace aimed at connecting highly endorsed women leaders with board opportunities in the tech industry. Supported by a community of over 1200 leading CEOs, senior executives and venture capital firms, to date almost 2000 senior women leaders who have been nominated by their peers via theBoardlist to serve on boards in the US and Europe. For its work, theBoardlist has been featured in numerous publications including: Fortune, Forbes, the Wall Street Journal, NYT, Wired, TechCrunch, Fast Company, and USA today.

Founded In 2011, JOYUS has been regarded as one the pioneer in online video shopping for brands and consumers. Joyus' shoppable video content and technology has been distributed across the web at leading sites including AOL, the Huffington Post, Comcast, Time Inc, and helped 800+ brands create and monetize online video through direct product sales. From 2011 to 2016, Sukhinder served as Founder, CEO & Chairman of the company, scaling the company from inception to \$17m in annual sales, before assuming the Chairman role from February 2017 to July 2017.

Prior to founding JOYUS in January 2011, In 2010-2011 Ms. Singh Cassidy served as CEO and Chairman of the board at the leading social commerce site, Polyvore, Inc, which pioneered the content and commerce model for creators and brands in the fashion, beauty and lifestyle verticals.

From 2003 to 2009, Ms. Singh Cassidy was a senior executive at Google, Inc, where she grew and scaled several businesses, including Local & Maps, and Asia-Pacific & Latin American Operations. As President of Asia Pacific and Latin America, Sukhinder was responsible for all of Google's digital sales operations in both regions, and built the company's physical presence from \$60m into a multi-billion dollar business serving users, advertisers and partners across 40 domains and 103 different countries throughout JAPAC and Latin America. Under her leadership the company opened 18 ad sales offices, 9 R&D centers, built full cross-functional operations throughout the region and was the fastest growing geography within the company.

Prior to running Asia Pacific and Latin America, Ms. Singh Cassidy was the first General Manager for Google Local & Maps, and Head of Content Acquisition for Books, Library, Scholar, Shopping and Video. In this capacity she led a 30-person business development team to drive strategic partnerships to launch and scale of these innovative new services.

Previously Sukhinder was Founder & SVP of Sales and Business Development at leading financial services platform Yodlee (YDLE) from 1999 to 2003. At Yodlee, Sukhinder served as the business founder, helping to raise almost \$50+million in 3 rounds of financing, and driving the company's enterprise sales to achieve over 80% penetration of the top 25 banks and brokerages in the country, as well as relationships with MSN, Intuit and Yahoo. She served as the company spokesperson with financial regulators and the industry, establishing the company's leadership as the financial data aggregation platform for online financial applications.

Sukhinder started her career in Silicon Valley at Amazon.com/Junglee (1998-1999) (acquired by Amazon), where she drove business development for the first generation of Amazon marketplace. Prior to Amazon, Sukhinder worked for British Sky Broadcasting (a News Corp company) and Merrill Lynch in New York and London. (1993-1998).

For her work in the Internet industry, Ms. Singh Cassidy has been profiled in numerous publications globally, including Fortune, Forbes, Wall Street Journal, Business Week, the New York Times, Bloomberg, Techcrunch, AllthingsD, Ad Age and several leadership books, including: "How Good Leaders Learn", "Innovation Nation" and "Geek Girl Rising" (out Spring 2017).

She has been named one of the Most Creative People in Business By Fast Company (2017), one of the Top 100 People in the Valley by Business Insider (2016, 2012); a "Woman to Watch" by Forbes (2014), Fortune (2008) and Ad Age (2010); Techcrunch's first General Management Fellow (2009); and one of the Top 100 Women of Influence in Silicon Valley (2016,2014,2010).

Sukhinder is currently a board director at Ericsson, Urban Outfitters and TripAdvisor. She is also a member of the Strategic Advisory Board of Jobtrain, a nonprofit which provides vocational training for adults and youth at risk in the Bay Area. She previously served on the board of J. Crew Group Inc and as an advisor to Twitter. Sukhinder's previous board work also includes private and non-profit boards including: Stitchfix, J. Hilburn, Princeton University's Computer Science Advisory Council.

Sukhinder is also an active angel investor whose current and previous investments include Stichfix, theRealReal, Sunbasket, Heartwork, Chairish, Mode AI, and Dasient (acquired by Twitter).

Sukhinder has an undergraduate degree from the Ivey School of Business Administration at the University of Western Ontario, Canada and is married with three children.