



Monica Bloom is a marketing and branding strategist with professional experience in the communications, media and content world, who has also given her time and expertise to help drive funds and support non-profit organizations such as amfAR, The New York Foundling, Women in Cable Telecommunications and Shood. For the past 20 years, Monica has created effective marketing campaigns, innovative products, memorable experiences and impactful partnerships in a number of leadership positions in her career.

Monica has worked with some of the most iconic brands including UPS, Coca-Cola, Bank of America, Kraft Foods, (RED), SundanceTV, Getty Images, and Lionsgate Entertainment. Monica led the rebranding of SundanceTV that impacted the entire organization both in articulation and behavior. Her grassroots marketing efforts and global campaigns for Bono and Bobby Shriver's (RED) generated over \$185 million in funds, in just 3 years, to fight AIDS in Africa.

Monica has been a featured speaker at numerous conferences around the world, is the former President of the Women in Cable Telecommunications New York, and serves on the advisory board of Magnet Media Films. Monica currently lives in San Francisco with her husband, Tim, and their dog, Cash (named after Johnny).

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