

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, RISC microprocessors, software as a service, very light jets, and clean tech investing.

She is an expert in creating and executing marketing, branding, and communication strategies that accelerate growth, increase shareholder value, and advance corporate reputation. Her first book, *Get to Aha!: Discover Your Positioning DNA and Dominate Your Competition*, was published by McGraw-Hill Education in October 2017.

Andy came to Silicon Valley in 1983 to work for Regis McKenna and help Steve Jobs launch the Macintosh. When Steve left Apple to form NeXT and acquire Pixar, he chose Andy’s public relations agency, Cunningham Communication, to represent him. She continued to work with Steve for several years and has developed marketing, branding, and communication strategies for game-changing technologies and companies ever since. Andy is the founder and president of Cunningham Collective, a marketing, brand, and communication strategy firm dedicated to bringing innovation to market. The five-year old firm has worked with many companies in various markets, including telecommunications, search, energy efficiency, media and publishing, finance, mobile apps, display technology, healthcare, big data, and semiconductors. Andy is also the host of the popular podcast *Marketing Over Ice*.

Andy serves on numerous corporate boards, such as Specialized Bicycle Components, Inc. (bicycles and gear), GrowthPlay, LLC (sales effectiveness firm), and RhythmOne plc (programmatic ad platform). Andy also advises the following companies: Virta Health, AirPR, Traackr, MixR, OptzzChain, and Wellomics. In addition, Andy sits on the boards of the following institutions and non-profit organizations: The Aspen Institute; Menlo College; Northwestern University Medill School of Journalism, Media, Integrated Marketing Communications; and ZERO1: The Art & Technology Network, an organization she founded in 2000 with the mission to shape the future at the intersection of art and technology.

Past board positions include YPO, WPO, CEO, the Peninsula Open Space Trust, and the Computer History Museum. She is an Aspen Institute Henry Crown Fellow and holds memberships in WPO, CEO, TED and Women Corporate Directors.

Andy graduated from Northwestern University and lives in Sausalito, California with her husband Rand Siegfried.