

Tricia Clarke-Stone

Entrepreneur, Former CEO, Author, Award-winning Marketer

Tricia Clarke-Stone is an entrepreneur, multi-award winning innovative marketer, and revenue-producing executive who has spent the last two decades at the intersection of marketing, branding, tech, media, and entertainment. She has a proven track record of building brands and companies and driving tens of millions in revenue through innovation, technology, marketing, business strategy, IP/product development, and team leadership.

Tricia is the former CEO of WP Narrative, an award-winning creative and tech agency she cofounded with hip hop mogul Russell Simmons, creating a new marketing agency model uniting code (tech) and culture to power a brand's purpose and experience. The agency was acquired by Hollywood producer Will Packer in 2017. Currently, Tricia continues to advise the WP Narrative team in addition to consulting blue chip companies, entertainment brands, and innovative startups.

Known for being a boundary-pusher with a uniquely attuned business and creative mind, Tricia redefined the status quo with a mandate to future-proof brands, drive innovation, create transformative IP, develop products and game-changing marketing strategies for startups and some of the world's most iconic brands. The results have been a series of "firsts," technology patents, and groundbreaking campaigns that have garnered buzz and awards, including SXSW, Cannes Lions, the ONE Show, Clios, D&AD, Shortys, and the Webby's.

Years prior, Tricia was the co-president of Global Grind, where she relaunched the media company, implemented strategies that improved performance, the brand, and profitability, grew revenue by 500%, created over 100 digital, social, and experiential campaigns for Toyota, Pepsi, P&G, and AT&T, to name a few, and led the company to a successful exit. Emmis Communications was the first business to transform under Tricia's leadership where she built the company's first digital division, pioneered new concepts to drive growth and innovation, diversified revenue, and guided agencies and blue-chip brands to create cross-platform campaigns.

A graduate of Skidmore College, Tricia's visionary tactics have landed her spots on both *AdAge* and *Crain's* New York 40 Under 40 lists, *Adweek's* Disruptors, and *Refinery29's* Black is the New Black. She is frequently enlisted to share her expertise at numerous conferences discussing marketing, tech, entertainment, culture, and retail. Tricia has been profiled in the *New York Times*, *Fast Company*, *Elle*, *USA Today*, *Marie Claire*, *Forbes*, and *Fortune*. In September 2019, Currency an imprint of Crown Publishing Group- a division of Penguin Random House published Tricia's first book, co-authored with her twin sister, *Double Down: Bet on Yourself and Succeed on Your Terms* to glowing reviews. They appeared on: *CBS This Morning*, *GMA 3*, *The Talk*, *Rachael Ray Show*, *The Kelly Clarkson Show*, *Access Daily*, *The Breakfast Club* and *Fast Company*.