

Tricia Clarke-Stone

Entrepreneur, Former CEO, Author, Award-winning Marketer

Tricia Clarke-Stone is an entrepreneur, multi-award-winning marketer and brand builder, revenue-producing innovator and author who has spent the last two decades launching and leading businesses at the intersection of marketing, tech, media, and entertainment. She has an outstanding reputation for 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 founder of SHIFT, an innovation, marketing and product development studio. They build products, IP, brands, currency, and narratives – delivering relevance, revenue and relationships.

There's also a consultancy arm where they advise blue chip companies, entertainment brands, and startups on branding, future-proofing, business transformation, and The New American Mainstream (NAM - minority-majority population that is driving the economy and steering culture). Previously, Tricia was the CEO of Narrative, an award-winning creative and tech agency that she co-founded with hip hop mogul Russell Simmons, creating a new marketing agency model uniting storytelling, code (tech) and culture to power a brand's purpose and experience. The agency was acquired by hitmaker Hollywood producer Will Packer in 2017 (becoming WP Narrative) where she continues to advise the WP Narrative/Will Packer Media team.

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, cultural currency, and game-changing marketing strategies for startups and some of the world's most iconic brands including Under Armour, JCPenney, Samsung, Universal Standard, Showtime, and more. She has a results-charged track record of guiding premier companies and celebrities to differentiate their brand and optimize revenues through the development and execution of bleeding-edge concepts, strategic partnerships and new business ventures. The results have been a series of "firsts," technology patents, and groundbreaking campaigns that have garnered buzz and honors including SXSW Innovation, Cannes Lions, Webby Awards, One Show, Clio Awards, NY Festivals, AICP Awards, Communication Arts, Shorty Awards, and the D&AD Awards.

Years prior, Tricia was the co-president of media company Global Grind where she relaunched the brand, implemented strategies that improved performance, profitability, and grew revenue by 500%. She 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.