

## Antoinette Clarke & Tricia Clarke-Stone

Authors, Award-winning Marketers, and Entrepreneurs

[Antoinette Clarke](#) is an author, two-time Emmy Award-winning television producer and the SVP of Branded Entertainment and Media Innovation at ViacomCBS. She is responsible for ideation, pitching, selling, negotiating, developing and activating strategic branded content and advertiser partnerships across multiple platforms for the CBS Daytime slate of shows and specials. In the previous decade, Antoinette worked as a supervising producer/producer for a variety of award-winning talk shows with hosts Montel Williams, Tyra Banks, Rachael Ray, and Nate Berkus. Throughout her career, Antoinette's contribution to producing hundreds of lifestyle-based shows including social experiments, celebrity interviews, home and personal makeovers, holiday Extravaganzas, and tentpole events have led to some of the highest rated episodes on daytime television. Years prior, she worked as the Director of Broadcast Sales Integration for Martha Stewart, where she collaborated with marketing and production teams, executed creative concepts and managed integration sales activities.

[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, Clio, D&AD, Shortys, and the Webby's.