

## Nikkia Reveillac

Business Insights & Strategy Leader, Organization Designer & Builder, and Director, Consumer Insights at Netflix

A visionary, thought leader, and change agent in the arenas of innovation, marketing strategy, organizational design, and team culture enhancement, Nikkia Reveillac has driven success at some of the world's leading brands by artfully challenging the status quo and thoughtfully asking the questions that others are so often afraid to. Over the course of her diverse career leading research and insight initiatives at top companies including Netflix, Twitter, and Colgate-Palmolive, she has leveraged unending empathy, a pioneering attitude, a deep love of multi-cultural moments, a passion for storytelling, an open-growth mindset, and a proven ability to develop high-functioning teams to shape business thinking and decision-making in ways that unlock pathways for growth.

Exclusively represented by [Leading Authorities speakers bureau](#), Reveillac is incredibly passionate about leaving everything she touches — people and product — better than she found it. Captivating and inspiring audiences with her infectious enthusiasm, abundant creativity, and two decades' experience building industry-leading teams, she centers her uplifting talks on how to drive innovation and business growth through egoless leadership, empowerment, and purpose. Having grown up in Trinidad & Tobago, lived in the U.S., Spain, Mexico, and Switzerland, and led teams across North America, Europe, Latin America, the Middle East, and Africa, she is a true cultural maven with a global point of view who highlights the power of diverse perspectives in any organization — bringing empathy and a deep connection with people to her speeches and to all she does.

A strategic insights leader, Reveillac has an extraordinary ability to quickly transform and elevate multi-disciplinary teams and drive smarter decision-making to shape winning brand, marketing, innovation, and communication strategies. As director, consumer insights at Netflix she leads a team that sits at the intersection of content, marketing, and product — uncovering insights to inform product content innovation and creative production. Under her leadership, the consumer insights team is also focused on enhancing Netflix's relationship with its consumers and driving brand affinity, engagement, and loyalty.

Prior to joining Netflix, Reveillac was the head of research at Twitter, where she was responsible for envisioning and executing holistic research plans to drive product, policy development, and innovation for the Twitter app and the tech giant's other revenue-generating products. Before Twitter, she spent 13 years at Colgate-Palmolive where she held various roles, beginning as associate research manager, and eventually becoming director of insights. Throughout her career across the arts & entertainment, consumer packaged goods, and technology sectors, she has demonstrated an inspiring aptitude for recruiting top talent, bringing out the best in individuals, cultivating diverse, inclusive, and innovative work environments, fostering psychological safety, and growing motivated and high-performing teams.

In addition to being a member of the WIE Suite and serving on the advisory board for tech companies Survey54 and Tech Beach Retreat, she is the host of *Culture Unfit*, her podcast “dedicated to celebrating and connecting beautiful misfits at work.” Reveillac also played a key role in launching the Who She Feels She Is initiative in March 2021, which is focused on helping women across the Caribbean diaspora traverse their unique professional paths. She is dedicated to coaching and mentoring young people, often those in marginalized groups, so that they can grow and thrive in their day-to-day team environments and their careers.

A graduate of Barry University, Reveillac has an M.B.A. in marketing from Baruch college. She resides in Brooklyn, New York with her partner and two daughters.