

Jane Park

Innovator, Venture-Backed Founder & CEO, Former Executive at Starbucks & BCG, Top Presenter on QVC

Using challenge as fuel to supercharge your team Leading through challenge and uncertainty is hard. Pressure can derail a team, but it can also be harnessed to achieve transformational results. Two time venture-backed entrepreneur Jane Park has lead teams through both high growth and economic downturns, using pressure as a shortcut to becoming a high performance team. In this talk, Park shares candid insights from her time leading innovation at Starbucks as well as launching new companies. She offers actionable strategies for addressing challenge head-on with resilience and creativity. “Challenge can be used as fuel to achieve higher performance faster,” says Park. Don’t just tolerate pressure. Turn it into fuel.

Innovation that ships Setting “failure goals”: The human brain processes failure along the same neuropathways as physical pain. That’s why teams often try to avoid failure at all costs. As the inventor of three patented consumer innovations, Jane Park knows that setting “failure goals” is the secret to developing the perseverance to push through all the investor pitches, sales calls, auditions, and experiments that don’t work out as planned. It’s like fishing with a net instead of a single pole. It may seem counterintuitive, but chasing failure is the most effective path to achieving your goals. Instead of romanticizing creativity, Park demonstrates how setting “failure goals” (explicit, bounded experiments) unlocks speed and protects your psyche, your brand and your budget. Through behind-the-scenes stories—from first samples to Costco and QVC live hits—she breaks down how to design tests, read results without ego, and turn post-mortems into playbooks. Audiences walk away ready to build pipelines that actually ship, with clear guardrails that turns risk from a barrier into an accelerant for growth.

Entrepreneurship Your Life two-time entrepreneur, Jane Park believes that, “You are the CEO of your life.” As one of a only a handful of women ever to raise over \$50M from Silicon Valley, Park shares the lessons of achieving outsized growth that are useful to all of us as individuals and leaders of teams. In this presentation, you will learn actionable entrepreneurial practices to fuel your next level of growth, including rapid “A/B” testing, knowing when you are “minimally viable product,” banishing shame, and establishing your own Board of Advisors.

Finding Your Voice As a four-year old immigrant child finding herself dropped off at kindergarten without knowing any English, Jane Park didn’t have a voice. In her unlikely path to becoming the first Korean American woman to take a company public on the New York Stock Exchange, Park has learned that finding and speaking in your one, true voice in all areas of your life is the key to unleashing your personal power. A compelling and vulnerable story teller, Park shares the lessons she learned from her immigrant father who was separated from his family at age nine when the

border between North and South Korea was drawn between his school and his home. He never his parents again, but charted his own path forward. This talk will inspire and help audience members to lean into their own unique voices to activate their personal power at work and beyond.