

DANIELLE COHN

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COLLABORATIVE INNOVATION EXECUTIVE, FOUNDER, ADVISOR MAKING AN IMPACT IN THE \$TRILLION CARE, COMMUNITIES AND TRAVEL MARKET

Danielle is a recognized expert in building innovation strategies, launching and scaling startups in global accelerator programs, growing inclusive teams and communities, and developing partnerships at scale. She spent the last eight years as an executive at Fortune 30 **Comcast NBCUniversal** where she founded, built and led **LIFT Labs** for startups where she mentored, invested in, and accelerated 100+ pre-seed/seed stage innovation companies. Danielle and her team advised more than 2,000 founders across diverse focus areas, including the future of work, media, gaming, immersive entertainment, fintech, caretech, and sports. These programs were cited as a key factor in Comcast NBCUniversal Sky being named one of Fast Company's "Best Places to Work for Innovators."

Prior, she was Vice President of Marketing + Communications at the **Philadelphia Convention + Visitors Bureau** opening her eyes to the power of travel, diversity and community, and the real impact innovation can have on destinations and the people who live, work or visit. In this role, she was involved on a national level in the go-to-market strategy for TSA Precheck and Global Entry.

As an entrepreneur with a growth mindset, Danielle co-founded several startups—**HOSPITALity**, a bedside concierge for patients and families, and **B. Ross**, an e-commerce lifestyle brand featuring locally sourced, women-made consumer products. She decided to leave Comcast in 2022 to fill a market gap building myinspirement™ communities and empowering independently minded women, and their circles of influence, to rethink, plan for, and enjoy affordable, accessible, multi-generational lifestyles.

She's also advising a portfolio of global innovators in the care, communities and travel market through **The Wave Ventures**, her LLC. Danielle is a mentor in the Techstars Future of Longevity program and an advisor in the Investin.care study led by Pivotal Ventures and The Holding Co.; the first of its kind to quantify the market opportunity in care.

Known as an inclusive people leader and advocate of the underdog, Danielle was appointed to the Comcast Cable Diversity Equity and Inclusion National Steering Committee. She was an Executive Producer of *Founding in Color*, a docuseries her team developed for Xfinity Black Experience and Peacock.

Danielle cofounded an endowed scholarship at her alma mater Temple University's Klein School of Communications. She holds certificates from The University of Pennsylvania Wharton Executive Education in Blue Ocean Strategy and Women in Leadership. Danielle lives between Philadelphia and on the beach in Longport, NJ, where she enjoys spending time with family, photography, traveling, singing, ideating, and lifelong learning.