



Kalina Bryant Portfolio

ABOUT

2022 Forbes 30 under 30 |Marketing & Social Impact Leader|

Brand Curator | Founder | Podcaster

A passionate leader, curator, and trailblazer making a difference in Enterprise Technology

Accomplished marketing and customer operations leader with over ten years of experience in global revenue, customer operations, marketing, strategic planning, D & I partnerships and events, strategy, and communications, primarily in the high technology arena.

As a senior leader, I have led and managed cross-functional teams and developed and implemented global strategic CX, brand, & marketing plans —including user conferences, customer advisory boards, executive briefing centers, engagement programs, communications, third-party relationships, councils, user groups, award programs, events, etc. I have also developed, launched, and scaled employee resource groups with two publicly traded companies for women and Black employees.

Areas of expertise include

Brand Strategist & Social Media Influencer

Presenter & Motivational Speaker

Facilitator & Executive Host

Customer Engagement & Insights

Podcast Strategist & Career Coaching

Partnership & Sponsorship Development

Storytelling & Thought leadership

Customer Advisory Board & Council

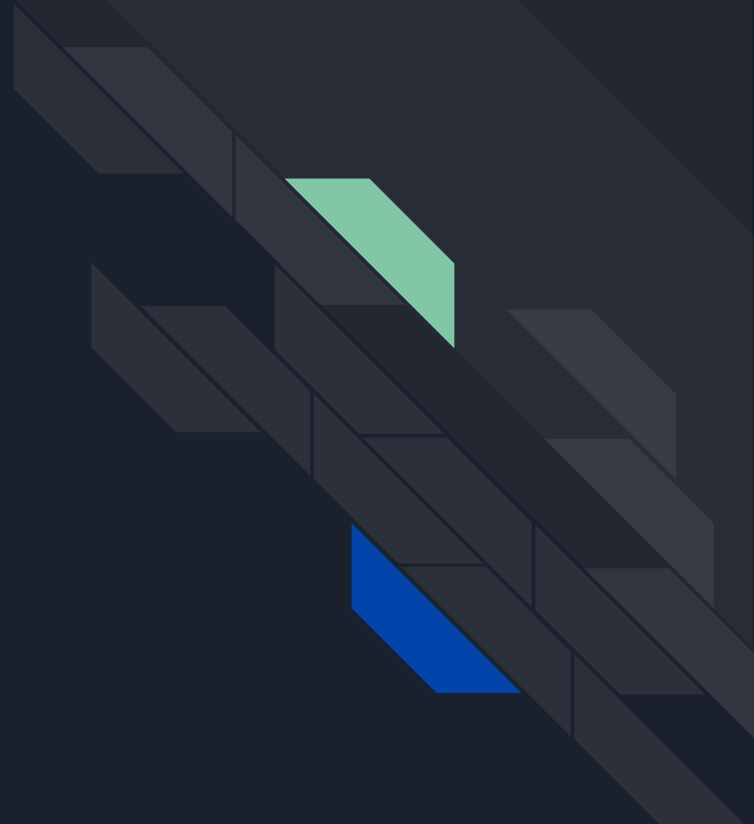




Forbes "30 Under 30" Lister, Enterprise Technology 2022

Forbes presents the 30 Under 30 Class of 2022: 600 of the brightest young entrepreneurs, leaders, and stars. In 2022, I was listed in Enterprise technology. In six months of joining Asana as the Global Head of Customer Advocacy, my work has brought in \$9 million in annual revenue for the company. I am honored to be the first-ever African American woman to join Asana's revenue executive leadership team and pioneered the Employee Resource Group for Black employees at the company.

PROJECT DEEP DIVE





Asana - Customer Advocacy and Insights

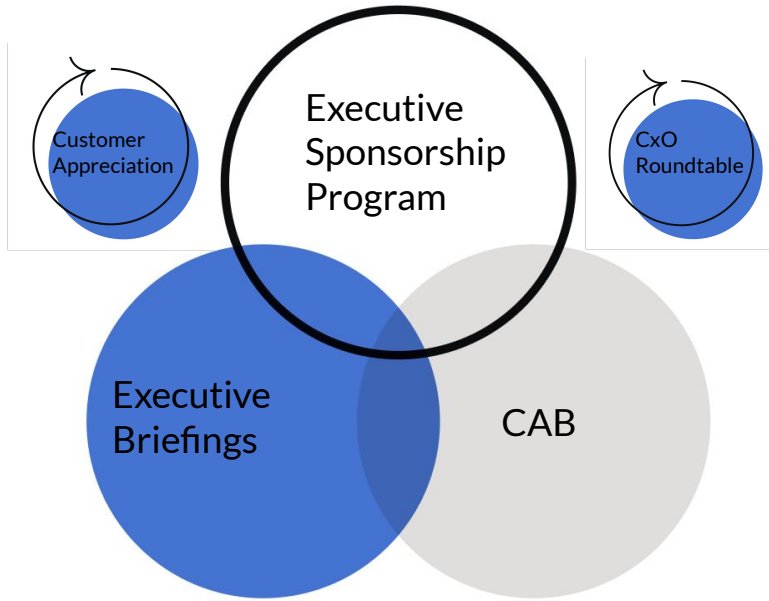
As Asana's first Head (Vice President), of customer advocacy, I have scoped and executed the customer engagement & brand strategy globally, developed a strategic team, aligned company goals to the department's OKRs, and received buy-in from cross-functional teams. I am responsible for deepening our relationships with customers and integrating customer perspectives. I lead a global cross-functional team executing our engagement model to enhance our strategic executive relationships with our top-tier accounts to increase account spending, retention, and increase external brand awareness through the customer's voice.

Establishment of Customer Advocacy strategy and team

Establishment of executive briefing center; inaugural customer advisory board; executive sponsor program, leadership roundtable forums, customer dinners, and virtual customer meet-ups.

Increased marketing and reference opportunities with priority customers

Asana Achievements



Designed Integrated Customer Engagement Model

- Gained **greater insight** into the customer's business to achieve strategic alignment
- Established Asana as a **strategic partner** and **trusted advisor**
- Provided industry experience, **thought leadership**, and influence to deepen relationships
- Helped drive the customer's **business growth** through broader use of Asana

Executive Briefing Center

The **Executive Briefing Center** is designed to create a world class facility and experience for Asana customers, prospects, partners, and influencers that leads to awareness, understanding, preference, advocacy, and overall contribution to increased and accelerated revenue for the company.

Customers engaged in the Virtual Briefing Program

- Benevity (\$270K Closed Q3)
- Greenpeace (\$360K Closed Q3)
- Hubspot
- VMware
- All Nippon Airways
- o9 Solutions
- Schluter Systems
- Meta
- American Express





Signifyd - Brand & Customer Marketing

At Signifyd, I developed a marketing strategy to expose our brand and company to the ecommerce market, I developed a platform for customers to engage and be proud to associate themselves with our company. As the Director of Customer and Brand Marketing, I was responsible for building a strategic and scalable customer marketing function across the globe, ensuring cross-functional relationships, and customers' voice was infused into the company brand & culture. Responsible for managing a global team and reporting to the Chief Marketing Officer.

Built and led a high-performing advocacy team that develops relationships with top customers.

Responsible for branding strategy & execution of the Signifyd Customer Advisory Board(s) program, User Conference and Marketing events,, including roundtables, virtual customer conferences, meetups, webinars, dinners, and executive business reviews.

Secured and nurtured the customer relationship and promoted their success stories in mutually beneficial ways, including leveraging our global reference programs and referral program and managing customer logo acquisition, churn, and managing our NPS program.

Manage third-party reviews such as G2, TrustRadius, and Capterra, create customer video testimonials, develop case studies, identify client media interviews/opportunities, and work alongside the PMM and events team to help identify and place customer speakers for all Marketing Signifyd programs.



Signifyd -Achievements

**Brand
Awareness**

**B2C & B2B
Expansion +
Retention**

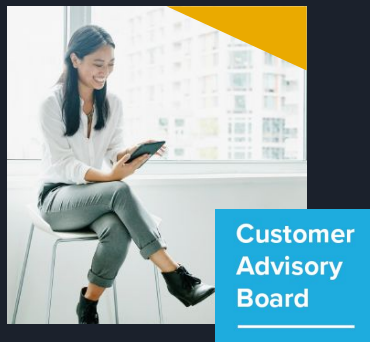
**Cross-functional
alignment**

Signifyd Achievement



G2 Winter 2020 Leader

G2 names Signifyd the leader again in customer satisfaction in the fraud protection market.



Customer Advisory Board

The Signifyd CAB is a forum for customers to provide strategic input into the direction of Signifyd, to act as a platform for customer discussions and to engage with customers on important industry and Signifyd topics.



2020 FLOW Events

Signifyd FLOW is a community of passionate ecommerce professionals who gather for thoughtful conversations about the challenges and potential of retail in the digital age.



FLOW Forward

The Signifyd advocacy community has a number of opportunities available for our customers to network, share best practices, get a first look at product releases, and more.



SIGNIFYD FLOW



EXPERIENCE FLOW

[Play
Video
Here](#)

[UPCOMING FLOW EVENTS](#)[FLOW HIGHLIGHTS](#)[GALLERY](#)[JOIN FLOW FORWARD COMMUNITY](#)

Merchant networking meetup

Signifyd FLOW is a growing community of passionate ecommerce professionals who gather for thoughtful conversations about the challenges and future of retail in the digital age. It is a unique opportunity to gather thought leaders, customers, executives and partners together to align ideas, thoughts and best practices. It's a way to find answers, share solutions and connect with retail leaders around the world.

Join the ecommerce leaders network

SIGNIFYD
FLOW 

Join slack community

Connect with merchants across the globe leveraging the Ecommerce Leader slack channel.

[JOIN THE COMMUNITY](#)

SIGNIFYD
FLOW  

FLOW LinkedIn group

Strengthen your working professional community and connect with a wide range of ecommerce leaders.

[JOIN THE COMMUNITY](#)

SIGNIFYD
FLOW FORWARD 

Signifyd's customer community and rewards program, giving you networking access and exclusive experiences.

[JOIN THE COMMUNITY](#)

Hear from the FLOW community



I'm always looking for a chance to share insights with fellow ecommerce leaders and hear about professional journeys, like the one Hims' Jack Abraham shared at FLOW in San Francisco. FLOW provided a beautiful setting for an intimate evening of networking and learning. I can't wait for my next chance to attend.

JAMIE CECCATO
RISK TEAM LEAD AT BUILD.COM

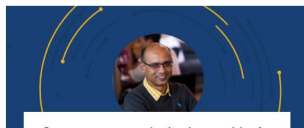


It was great to learn from fellow retailers of all sizes, both about their challenges and strategies. FLOW was also an ideal opportunity to talk to the Signifyd team and provide feedback while hearing about the new features they're releasing. And, honestly, the rooftop setting didn't hurt.

DORIE SHAPIRO
CUSTOMER EXPERIENCE, JUNE LIFE



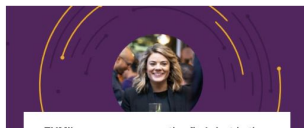
FLOW highlight



Samsung ecommerce leader shares a vision for a post-COVID-19 world in the latest virtual FLOW happy hour

Kumar N. Senthil has seen a lot, having worked on key projects for Microsoft, Groupon and now Samsung; as global head of products, ecommerce. Senthil highlights opportunities and challenges during a stay-at-home fireside chat.

[READ MORE](#)



TUMI's ecommerce executive finds just-in-time answers for the ecommerce world

Listen to Meg Bedford tell her story and you'll soon realize that she creates the right time by driving some of the world's best-known brands in the right direction when it counts most.

[READ MORE](#)



FLOW New York 2019

Happened November 7, 2019

[VIEW GALLERY](#)



FLOW Los Angeles

Happened March 28th, 2019

[VIEW GALLERY](#)



FLOW San Diego

Happened September 26, 2019

[VIEW GALLERY](#)



FLOW San Francisco

Happened July 18, 2019

[VIEW GALLERY](#)



FLOW New York 2018

November 7, 2019

[VIEW GALLERY](#)

Join the ecommerce leaders network

SIGNIFYD
FLOW

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FORWARD**

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DORIE SHAPIRO
CUSTOMER EXPERIENCE, JUNE LIFE







THE BATTERY SF, ROOFTOP PENTHOUSE

5:30 - 6:45 P.M.

SIGN-IN, NETWORKING, VIP EXCLUSIVE ROOFTOP ACCESS

Prepare for a night of education and inspiration while sharing ideas with your peers.

6:45 - 6:55 P.M.

INTRODUCTIONS AND EXCLUSIVE PRODUCT ANNOUNCEMENT

6:55 - 7:35 P.M.

FIRESIDE CHAT WITH JACK ABRAHAM

Jack Abraham was named one of the "100 Most Creative People in Business" by FastCompany and has made multiple Forbes' "30 Under 30" lists. He's a serial entrepreneur, investor, and the founding managing partner of Atomic. Through Atomic, Jack is the co-founder and executive chairman of Hims and Bungalow, which were recently named as two of the top 10 fastest growing companies in San Francisco. Other fast-growing Atomic companies include Terminal, TalkIQ (acquired), and Zenreach.

Jack will share his lessons learned and key strategies with Indy Guha, Signifyd's SVP of Marketing. He will also lead a deep dive on driving ecommerce innovation highlighting key pillars around consumer behavior and unique business models to ensure success. Join us for an informative — and entertaining — discussion.

7:35 - 7:50 P.M.

CURATED DISCUSSION

7:50 - 8:05 P.M.

SIGNIFYD FLOW AWARD

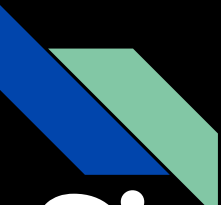
Change hurtles toward retailers at warp speed — new technology, evolving buyer habits, disruptive challengers. The one constant is the need to leverage an exquisite customer experience as a key differentiator. The retailers of tomorrow are showing the way today by transforming themselves into brands that acquire fans, not customers, and by remaining nimble. Tonight, with its FLOW Award, Signifyd recognizes the exceptional performance of one retailer and one partner that has implemented experience as a differentiator by demonstrating creativity, innovation and a deep understanding of what its fans want and need.

8:05 - 9:30 P.M.

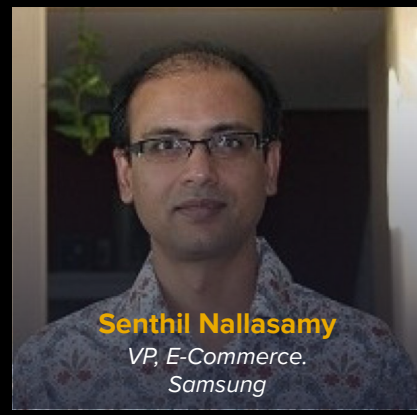
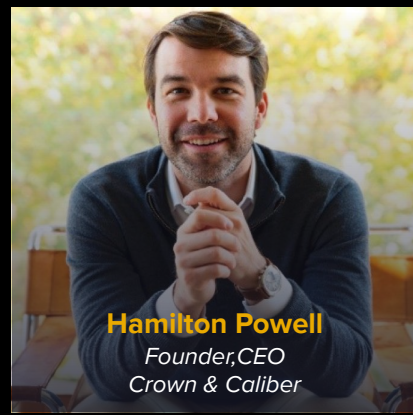
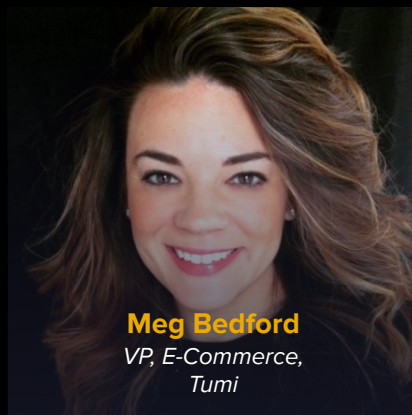
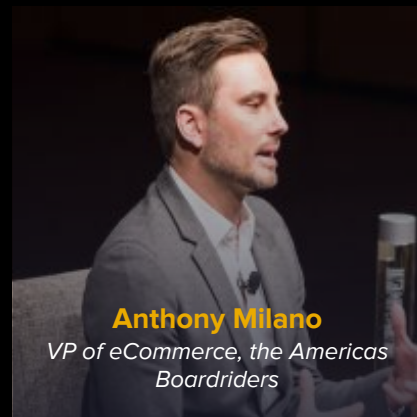
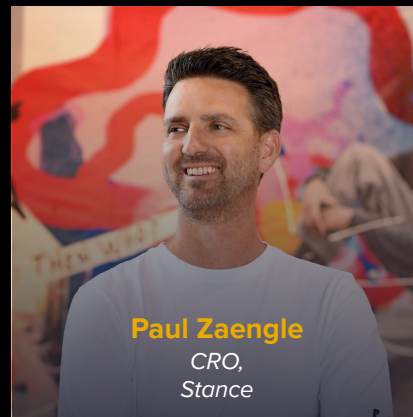
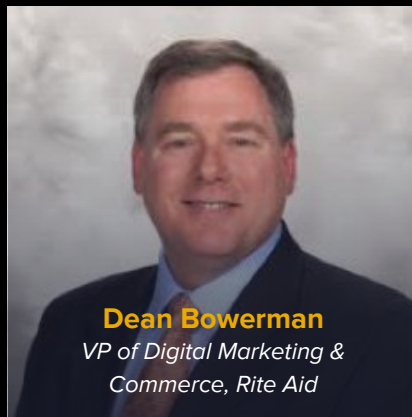
NETWORKING, FOOD, DRINKS

Continue the conversation about the strategic, inspirational and aspirational over food and drinks, while meeting new peers and exploring new ideas.

SIGNIFYD
**CUSTOMER
ADVISORY
BOARD**



Signifyd CAB Members



SIGNIFYD

FLOW FORWARD



SUMMIT 2020

March 12, 2020 | 10:00am PST

The first virtual conference dedicated to connecting our fearless commerce leaders across the world.

[LEARN MORE & REGISTER NOW](#)

Fearless Commerce: New Buyers, Challenges and Opportunities



Michelle Beeson
eBusiness & Channel
Strategy Analyst, Forrester



Dean Bowerman
VP of Digital Marketing
and Ecommerce, RiteAid



Kalina Bryant
Director of Customer
Marketing, Signifyd



Ty Collins
Co-Founder & CMO, Rad
Power Bikes



Corey Messom
Managing Director,
Canada, Astound
Commerce



Charley Moore
Vice President, Finance &
Operations at Mack
Weldon



Peter Sheldon
Senior Director Commerce
Strategy, Adobe



Gayathri Somanath
Senior Director, Product
Management, Signifyd



Anaplan - Marketing, Community & Customer Operations

At Anaplan, I built the customer marketing, community, and customer operations functions and teams, and played a role in the rebrand of the company in 2016.

I Developed and directed the strategies, tactics, and activities associated with designing Anaplan's Global community platform (Lithium), Global User Group Program, and Anaplan Certification Program partnering with Deloitte.

Successfully designed and scaled the customer marketing function and engaged with customers worldwide leading three global user conferences in 2015, 2016, and 2017. Created additional revenue streams for the marketing department by developing customer engagement programs to increase retention and expansion opportunities for customers, influencing closed-won opportunities contributing to over \$300K+ in direct revenue quarterly and \$1.5M+ in active expansion service deals.

Anaplan - Global Certification Program

The screenshot displays the Anaplan Community website. At the top, there's a navigation bar with 'anaplan Community', a search bar, and links for 'Join' and 'Sign in'. Below this is a secondary navigation bar with links for 'Home', 'Platform', 'Academy', 'Master Anaplanner', 'News & Networking', and 'Support'. The main header area features the 'Master Anaplanner' title and a sub-header 'Learn more about our exclusive program for expert model builders.' A blue badge indicates 'All Systems Operational'. The main content area describes the Master Anaplanner role and includes a flowchart of the certification process: 'Complete Required Training' (with a purple 'A' icon) leads to 'Submit Completed Application' (with a blue document icon), which leads to 'Meet Activity in Platform' (with a blue line graph icon), which leads to 'Pass Skills Assessment' (with a green checklist icon), and finally to 'Achieve Master Anaplanner Status' (with a green checkmark icon). Below the flowchart, a paragraph states: 'Master Anaplanners help take Anaplan to new heights and continue to challenge us to do better. Are you up for the challenge?'. At the bottom, there are five cards: 'Eligibility' (with a graduation cap icon), 'Benefits' (with a star icon), 'FAQs' (with a question mark icon), 'User Group' (with a group of people icon), and 'Apply' (with a blue arrow icon). Each card has a 'Learn more >' link.

anaplan Community

Search

Join Sign in

Home Platform Academy Master Anaplanner News & Networking Support

Community > Master Anaplanner

All Systems Operational

Master Anaplanner

Learn more about our exclusive program for expert model builders.

Master Anaplanners are the pioneers of Connected Planning who are building the best practices within the industry. They are technical experts that represent the top 1% of Anaplan users, and in their everyday jobs evangelize the platform by architecting and deploying innovative Connected Planning solutions.

Master Anaplanners use their position of authority to provide architectural thought leadership. With years of hands-on model building experience, they understand all possible solutions to modeling challenges and can successfully identify the most scalable way to meet the business needs of planners within their organization. They are passionate about improving their solutions and help set the direction of the platform as it continues to evolve.

If you are a master at model building, regularly engage in Anaplan activities, and see yourself as an Anaplan advocate, then maybe it is time to consider applying to become a Master Anaplanner. Follow the process below to get started:

Master Anaplanners help take Anaplan to new heights and continue to challenge us to do better. Are you up for the challenge?

Eligibility

Check out the path to become a Master Anaplanner.

[Learn more >](#)

Benefits

Find out why you should become a Master Anaplanner.

[Learn more >](#)

FAQs

Everything you want to know in one convenient location.

[Learn more >](#)

User Group

Master Anaplanner's exclusive User Group.

[Learn more >](#)

Apply

Take the first step and complete the application.

[Learn more >](#)

The Master Anaplanner Certification is the highest technical certification level in our ecosystem. Certified Master And Planners are tenaciously breaking down silos in organizations by evangelizing Anaplan's Platform to achieve Connected Planning. They are the top 1% of our ecosystem and are thought leaders who combine industry knowledge with technical expertise to lead transformations in businesses.

This program allowed us to secure many partnerships

Anaplan - Community Development APAC, NAMER, EMEA



Our largest user group in Anaplan history taken place in Moscow 2018 featuring customers, partners, and prospects. .



Anaplan - Community Development APAC, NAMER, EMEA

Expanded business in Singapore, developing a community for customer and strategic partners. Focused on brand awareness, product positioning, and partnerships.



Anaplan - Community Development APAC, NAMER, EMEA



Launched our global user conference, securing Dr. Mae as our keynote speaker, infusing equity and inclusion with Anaplan product, customers, and partners. 3,000 plus attendees at global user conference.



UnapologeTECH - Founder & President

I founded UnapologeTECH in 2020. At UnapologeTECH, we run an engaging podcast, online community, curated career development coaching, and empowerment workshops for B2B SaaS companies, e-commerce companies, universities, and individuals seeking transformation within their careers. I have engaged companies like Salesforce, Google, SAP, USF, Paypal, LinkedIn, and Asana, among others, to educate, provide safe forums, and challenge them in creating an authentic and secure environment for underrepresented groups.

UNAPOLOGETECH LAUNCH STORY

I vowed to use my voice, knowledge, and creativity to do something about the injustice and disparities in Silicon Valley for women and people of color.

I realized that women of color are the most looked over. I also learned in Silicon Valley, women experience lower pay, are given heavier loads of work, and most importantly, need a trusted community in the tech industry to thrive. I decided to take a stand, make a difference, and drive change by launching UnapologeTECH in 2020.

Since 2020 I have single-handedly built a community of over 20,000 allies and BIPOC women on various channels and have engaged companies like Salesforce, Google, SAP, Asana among others, to educate and challenge them in creating an authentic environment built with diversity and inclusivity in mind.



Nola Bryant, CEO and Founder of UnapologeTECH, LLC

The UnapologeTECH Approach 2022





UnapologeTECH - Clients



UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE





UnapologeTECH - Testimonials

Stephanie Graham

Program Manager, Scaled Customer Success at Udemy

I have worked with other professional coaches before, but I never saw results like I did with Kalina. Kalina was my coach for several months. She helped me build confidence, chart a career path, and present my unique set of skills to potential employers. I was impressed with Kalina's ability to take my thoughts, turn them into insights, and help me find a path forward. The result was a new and exciting role that I am sure will be a pivotal point in my career. Any professional looking for a coach will see massive ROI working with Kalina!



UnapologeTECH - Testimonials

Vijay Mehrotra

Professor, Business Analytics and Information Systems
University of San Francisco

It was a great pleasure to have Kalina Bryant conduct a workshop with my Customer Success MBA students at the University of San Francisco. Kalina's background includes significant experience in customer-facing roles at rapidly growing technology firms, and she was really effective in providing insights about different roles, company types, and search strategies. She brought a unique combination of experience, perspective, enthusiasm, and energy to the workshop. We are looking forward to having her back again!

Volunteer Services - Ladies Who Launch

At ladies who launch, I volunteered to spearhead there first [summit](#). Focused on closing the equity gap for BIPOC female founders. I currently still support and volunteer my knowledge to the organization.



Women of color face more obstacles raising money, building their brand, and finding a community to support them as entrepreneurs. We are incredibly grateful for this powerful discussion led by Kalina Bryant, founder of UnapologeTECH, as she sat down with Rhonesha Byng, founder of Her Agenda, Bridgid Coulter, Founder of Blackbird House, and Dr. Ava Brown, founder, author, and speaker to hear how they have persevered through difficult situations and leaned on their community.

Get ready with your pen and paper for this because these women offered so many insightful stories, thoughts, and tips that we think you might just need to watch it for yourself to be able to fully soak up everything this conversation has to offer.

Check out the video and some of our favorite quotes below:



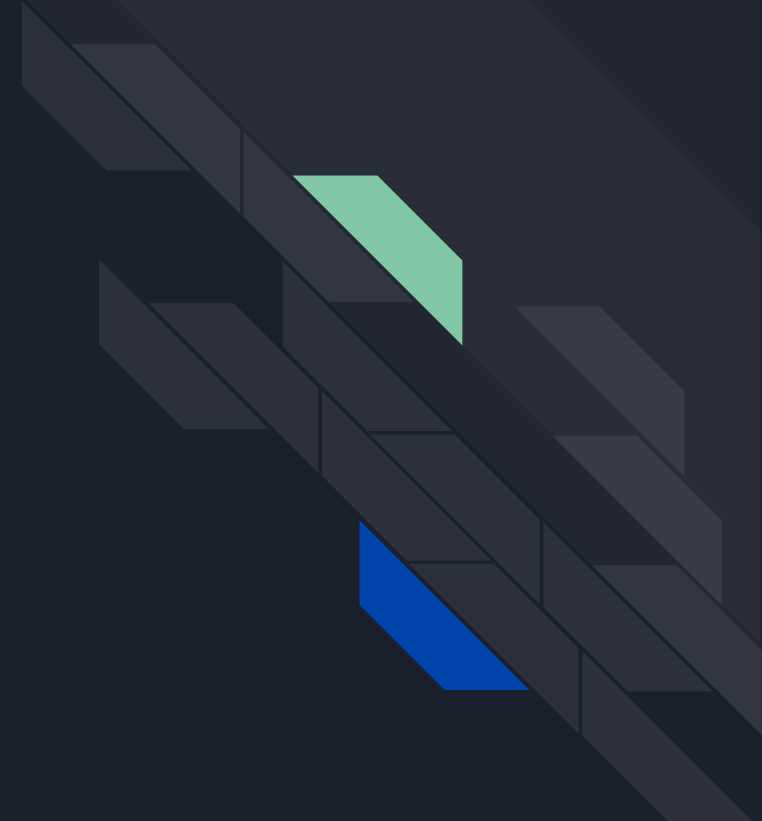


Volunteer Services - Crowdvocate

At Crowdvocate, I volunteer as a customer advisory board member, giving product and industry feedback to ensure success of the company.



KALINA MANAGEMENT
CONSULTING
ADVOCACY FRAMEWORKS

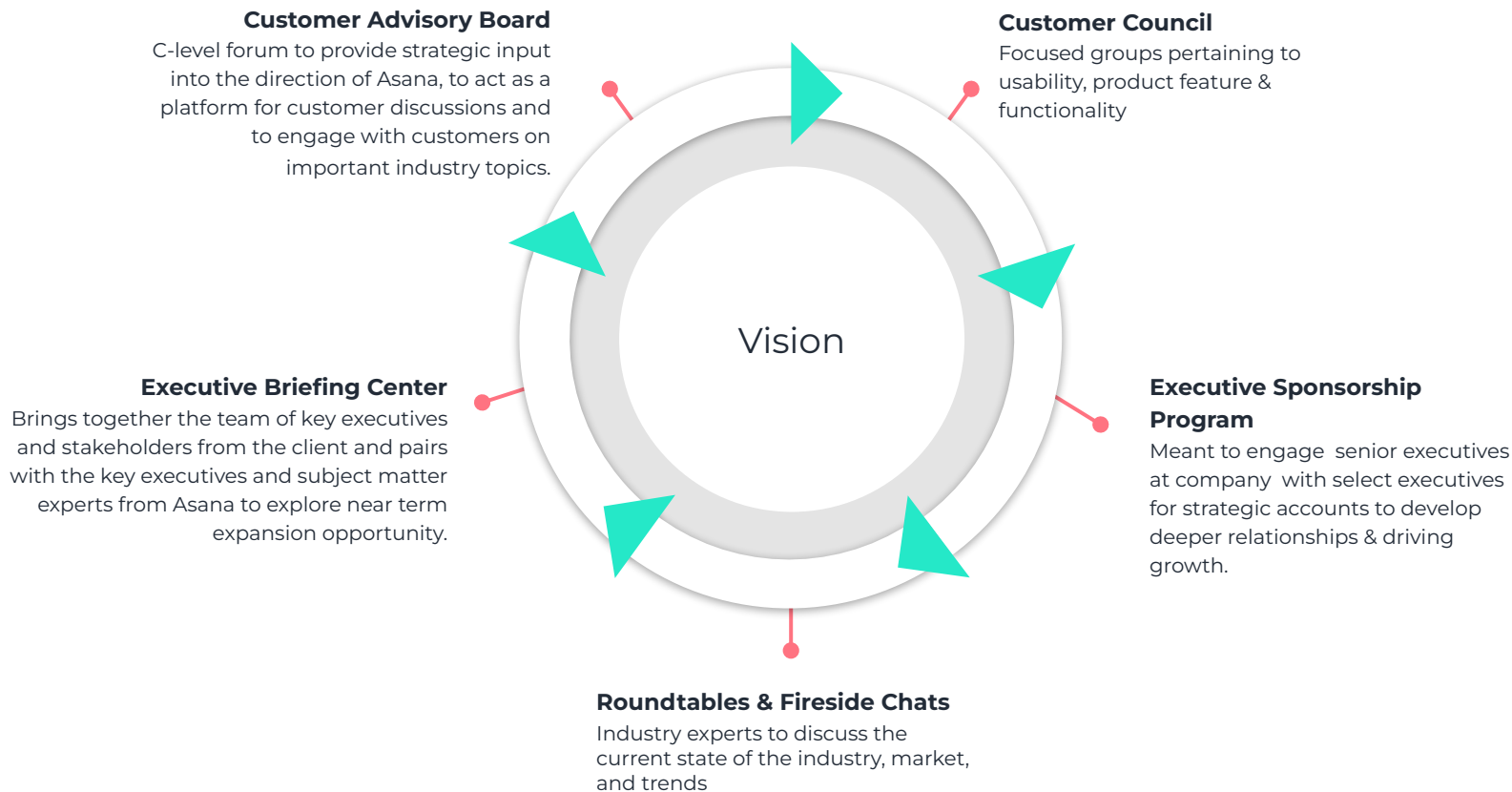


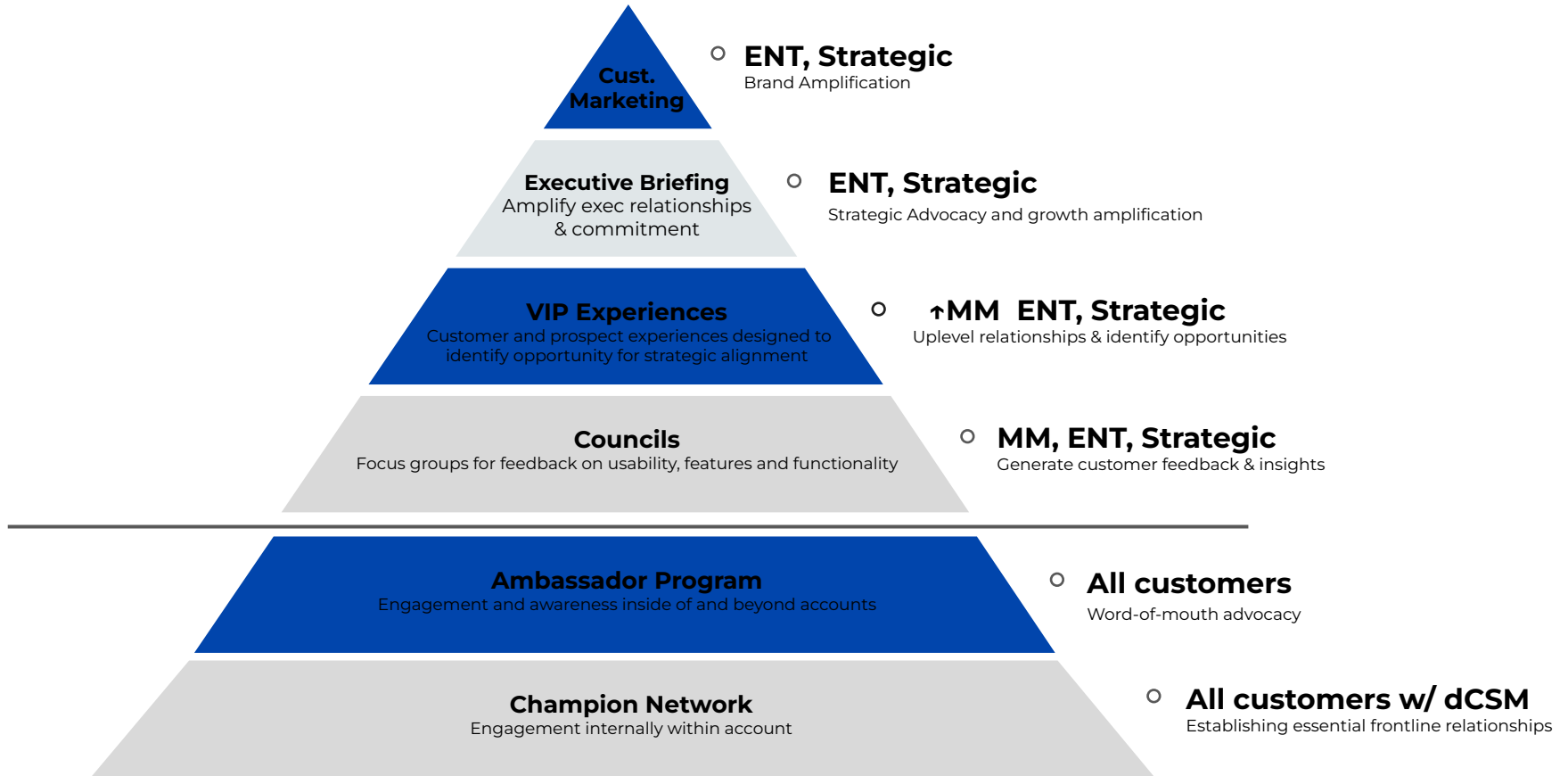
Advocacy Programs

Champion Network	Ambassador	Councils	VIP Engagement	Executive Briefing Center (EBC)	Exec Sponsorship Program	Customer Advisory Boards
Overview: Must have a dCSM to run network. Goals: Identify, nurture, & recruit all levels of champions.	Overview: Membership-based program for enthusiasts (team leads, ICs, and beyond) to deepen their connection to company, build peer-to-peer customer relationships, and facilitate knowledge sharing Goals: Extend and expand company usage within a team and to adjacent teams, and advocate for company publicly and privately at scale.	Overview: Focused groups pertaining to usability, product feature & functionality Goals: Identify, nurture, & recruit all levels of champions.	Overview: Roundtables, fireside chats, dinners, meet-up's etc designed for industry experts to discuss the current state of the industry, market, and trends Goals: Provide a networking space, nurture opportunities for accounts, and a gateway to identify the executive to executive suite programs ---->	Overview: Brings together the team of key executives and stakeholders from the client and pairs with the key executives and subject matter experts from company to explore near term expansion opportunity Goals: Focus: Roll it up with executive sponsorship. Build strategic relationship with executives, est. partnerships, expand	Overview: Meant to engage senior executives at company with select executives for strategic accounts to develop deeper relationships & driving growth Goals: Focus: Roll it up with executive sponsorship. Build strategic relationship with executives, est. partnerships, expand	Overview: C-level forum to provide strategic input into the direction of company to act as a platform for customer discussions and to engage with customers on important industry topics Goals: Focus: Roll it up with executive sponsorship. Build strategic relationship with executives, est. partnerships, expand
Target: MM, ENT, Strategic	Target: All customers	Target: MM, ENT, Strategic	Target: ENT, Strategic	Target: ENT, Strategic	Target: ENT, Strategic	Target: ENT, Strategic

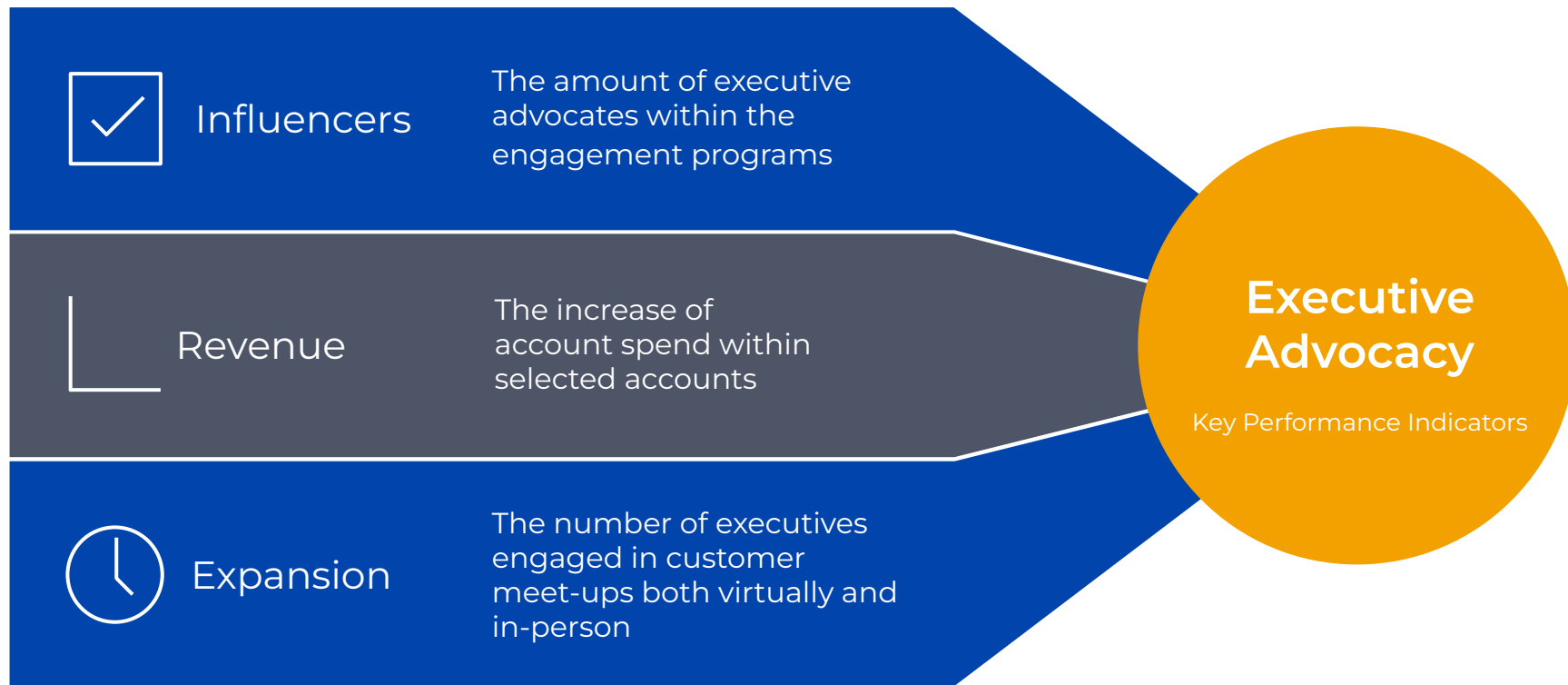


Executive Advocacy Programs Glossary





Advocacy Measurements of Success



QUESTIONS

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