

Joanna Gordon

Joanna Gordon is a marketing and sales focused executive with unparalleled international skills and extensive experience in working at the CEO level.

In 2012 she founded JG Consulting, a strategic marketing boutique consultancy that advises companies on how to build their international presence and footprint. She counsels businesses on how to best leverage international platforms to elevate the profile of their executives and helps identify and develop the right positioning for organization's senior executives to demonstrate thought leadership, increase visibility and establish legitimate global relevance.

Some of her projects have included advising a leading Mexican Financial Institution as it transforms its global image. She designed for them three proprietary level conferences with over 300 participants and internationally renowned speakers such as Alan Greenspan, Paul Krugman and Ernesto Zedillo as well as coached their senior leadership for their first investor relations event outside of Mexico. She has worked with the management teams of Fortune 1000 companies to develop their World Economic Forum engagement strategy and to map key issues relevant to each company and executives.

In 2017 she launched [Transform.AI](#), a by invitation only conference in Europe focused on the business implications of Artificial Intelligence. The past two editions brought together 150 senior business leaders – CEOs, chief strategy officers, chief operating officers, chief marketing officers, chief financial officers – and leading AI experts who explored the ways AI will transform the way companies operate, disrupt industries as well as impact society.

Prior to launching JG Consulting, Joanna served as director of Enterprise Strategy at Salesforce where she was responsible for developing the CxO programs and the C-level engagement and thought leadership strategies. Before joining Salesforce she was head of the Information Technology Industry at the World Economic Forum. She engaged with CEOs and C-level executives of the world's leading technology firms to identify the most pressing industry issues and to develop approaches to address them.

Joanna is an American Citizen born in Africa and raised in Paris and New York. She earned a Masters Degree in Business Administration from Insead. She currently lives in Paris.