

## KIMBERLY A. BLACKWELL

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An experienced Independent Director currently serving as a Board member for publicly-traded WAG! Group, Co. (NASDAQ), a pet services marketplace and fintech corporation, the Chamber of Commerce (Columbus, Ohio) and over 10 years nonprofit Board service. Leadership positions include Audit Committee (WAG!), Nominating & Governance Committee (WAG!), Lead Director for ESG (WAG!), Chair of Innovation & Emerging Markets, Diversity & Inclusion, Organizational Strategy Committees, Vice-Chair and Executive Committee. Appointed by its Global Chairman, Blackwell also currently serves on the Gucci, Inc. Changemakers Council and a recent appointment to Amazon Inc.'s Black Business Accelerator Advisory Council. In December 2022, Kimberly concluded service and term as the Executive Leadership Council (ELC) Board Member, a network of the nation's most influential African-American executives and corporate officers of the Fortune 1000.

With over 20 years experience in CPG, Kimberly Blackwell is heralded as one of the country's top executives in business transformation and acquisition via new media, marketing, and advertising. A disruptor of sorts, Kimberly is a technical, creative, strategic consultant and trusted advisor to the C-Suite of Fortune 100 in areas of brand, emerging markets, digital transformation, customer acquisition, organizational effectiveness, culture and change management, DEI, and crisis/reputation management, through business channels of brand, media, comms, high tech and experiential. As CEO of the omni-channel brand agency, PMM, Kimberly's been called a powerhouse. As curator of consumer connections, her brand is brand – at the intersection of consumers, commerce, capital and culture.

No stranger to the White House, boardrooms, lecture circuit or a whiteboard challenge, Kimberly has earned a reputation as a trusted counsel. Representing Fortune 500 multibillion-dollar interests of global corporations that sectors include retail, automotive, tech, insurance and financial services, beauty, shipping and logistics along with government agencies. Kimberly has developed a reputation of industry expertise, business value and end-user engagement effective in both B-to-C and B-to-B business solutions.

With experience in startup to scale for consumer product goods companies, Kimberly is a founding member, investor and served as an advisory member to the publicly traded Legacy Acquisition Corp (NYSE). With an experienced lens and entrepreneurial spirit, Kimberly contributed and led areas of the company's \$300M+ IPO, M&A target transactions and integrations. Kimberly's career reflects a demonstrated track record leading successful large-scale transformation initiatives, optimizing financial management of P&L, managing across deal lifecycle, budgeting and planning, risk management, adapting to changing markets, emerging markets and global business environments. In December 2021, she was featured as a preferred investor of Kinship Ventures in *Forbes* for the (NYSE) public listing of web3.0 TERA WOLF. And again recognized nationally, as a lead investor for web3 high-growth corporation, MoonPay, the leading global crypto payments infrastructure provider. As an LP and accredited investor across several funds, including Leo Messi's PLAYTIME VENTURES, an investment firm of tech and sports, Kimberly also serves as an advisor to CollabCapital. In 2024, as a veteran and accredited investor, Kimberly launched as General Partner EXCELERATE Ventures with a focus of impact for deal flow and investors - changing representation one cap table at a time.

Widely regarded for commercial innovation, business intuitiveness, measured impact and trajectory of the multimillion-dollar female business enterprise, Kimberly was federally appointed and has served in both the Obama and Trump administrations as one of the country's eight female CEOs, on the National Women's Business Council (NWBC). NWBC is a non-partisan federal advisory council serving as a source of independent counsel to the President of the United States, Congress, and the SBA on economic issues related to access to capital, access to market and job creation for female-owned businesses and female-led corporations. In response to the market's need for C-Suite, scaled female founders and other senior-level women targeting the areas of business, wealth and wellness EXCELERATE Her was designed as a select and now highly sought membership-based community over 250+ women of impact.

In 2024, Kimberly was named "Power50" by United States Black Chambers, *Essence* "Power 40" 2024 and Atlanta Business League's 2024 "Top 100 Black Women of Influence". As a global business leader, international public speaker, and thought leader in areas of entrepreneurship, wealth creation, transformation, technology, new media, crisis and culture, Kimberly has appeared *Forbes*, *Fortune*, contributed on HuffPost LIVE, featured in *Inc.* and captured on the covers of business trades. As an industry expert, she's been saluted among leaders of the smartest companies as well as "Most Admired Executives" as a *Business First* C-Suite Honoree, celebrated amid the nation's "Most Powerful Women in Business" by *Black Enterprise*, named PR News' "Top Women in PR", and honored as an EBONY POWER 100. Kimberly has also received national recognitions as a "Woman of Power" by both the National Urban League and the National Action Network.

A lifetime member of the National Black MBA Association®, and current member of International Women's Forum (IWF), Blackwell has served as Chair the American Heart Association Great Rivers, "Go Red for Women" campaign and is a former trustee and executive Board committee member of the Columbus YWCA, Vice-Chair of Columbus Urban League and past member of the Women Presidents' Organization (WPO).

Kimberly has also completed executive leadership trainings at Dartmouth, Northwestern and Harvard Universities. She is also a certified diversity professional of Cornell University. Kimberly holds a bachelor's degree from Syracuse University. She has earned a master's degree from Xavier University (Ohio), where Kimberly, while running PMM, also once served as an adjunct professor at Xavier for nearly ten years.