

Jessica M. Shapiro

Professional Overview

Jessica Shapiro is an award-winning marketing executive who blends strategic e-commerce and traditional marketing expertise to build brands and drive multimillion-dollar financial growth for iconic global companies—SAP Concur, online retailer Zulily, Starbucks and Microsoft.

Throughout her career, Jessica has been repeatedly tapped for high-stakes assignments, from repositioning established brands to launching new products and services. Each time, she successfully designed and executed complex marketing innovation across a breadth of cutting-edge digital and mobile mediums, as well traditional vehicles such as TV and public relations.

Today, as Vice President of Corporate Marketing at SAP Concur, Jessica drives both awareness and demand for the more than \$1 billion business, leading marketing, advertising, public relations, brand management, internal communications, events and corporate social responsibility. She has sat on the Concur Executive Leadership team, reporting to the President.

Prior to SAP Concur, Jessica led brand and communications for online retailer Zulily, repositioning the company for its IPO. Jessica also was a marketing executive at Starbucks, where she launched Starbucks VIA and led multiple marketing campaigns. Prior to Starbucks, she held leadership roles in product management and global brand strategy at Microsoft.

Jessica is passionate about mining consumer insights to create campaigns that balance direct-response acquisition and long-term global brand development. Her expertise spans the full range of the senior global marketing leader role—from go-to-market strategy and advertising to social media, affiliate programs and internal communications. Her body of knowledge includes: Digital Marketing, Global Brand Management, Digital, Mobile and TV Advertising, Go-to-Market Strategy, Public Relations, Corporate Communications, Direct Response Marketing, Team Building and Talent Management.

Philanthropic Overview

Jessica believes we all have an obligation to help our communities' most vulnerable members. She is a long-time supporter of Jewish Family Services of Seattle, a non-profit that supports individuals and families of all backgrounds. In 2016, she was co-chair of the JFS annual charitable event, which broke fundraising records; today, she hopes to join its board. Jessica is especially passionate about empowering girls in early adolescence by building their skills and confidence. She sits on the Development Committee of the Seattle Girls School, an institution committed to providing opportunities for leadership, collaboration and problem solving to grow poised, confident and engaged students. She is also a volunteer mentor for young women.

Jessica received an MBA from the University of Washington, and a BA from Brown University.

Chronological Work and Education History

- **Concur**, Vice President, Corporate Marketing - January 2016 – Present
- **Concur**, Senior Director, Corporate Marketing - February 2015 – Present
- **Jessica Shapiro**, Marketing Strategy Consultant - August 2014 – January 2015
- **zulily**, Head of Brand & Communications - July 2012 – July 2014
- **Starbucks Coffee Company**, Director, U.S. Marketing - June 2008 – July 2012
- **Microsoft**, Director, MSN Product Marketing - January 2007 – May 2008
- **Microsoft**, Brand Director, Microsoft Global Online Services - December 2005 – January 2007
- **Microsoft**, Group Marketing Manager - January 2004 – December 2004
- **Microsoft**, Product Manager - July 2001 – December 2003

Education

University of Washington, Michael G. Foster School of Business

MBA, Marketing

1999 – 2001

Brown University

BA, Political Science

The Bush School, Seattle