



Raquelle M. Zuzarte is an award-winning global marketing leader, who has led successful brand campaigns at Johnson & Johnson, Procter & Gamble, Washington Post, Accenture, Charter Communications, Time Warner Cable and CBS.

Zuzarte is the Founder & CMO at **Equity Project For All**, a brand strategy consultancy focused on maximizing growth by building great brands and empowering human capital through purpose, and diversity, equity, and inclusion (DE&I). She has also driven brand positioning and creative platforms for Intel, Comcast, Intuit, and Middle East Broadcasting. As Vice President of Marketing at the Washington Post, she delivered exceptional client solutions and digital products with performance that has over-indexed the industry. At J&J, she led the global launch of a \$1B key therapeutic solution across the G7 markets, leading to double-digit growth. She also serves as a Board Director at **Kellify USA**, an AI company working to address DE&I challenges.

She is a global citizen and passionate storyteller, having lived in the Europe, Asia, Australia, the Middle East and the US and is the host of **#TheStorytellingRevolution**, featuring global media and marketing leaders. Zuzarte has spearheaded Leadership initiatives throughout her career, including as Board Member of the **Procter & Gamble Global Alumni Network** New York, and as a member of J&J's Global Marketing Innovation Council.

She has been recognized with multiple awards including the Ad Age Business Advertising Award and leadership awards from Johnson & Johnson, Procter & Gamble, McKinsey & Co, and KPMG. She has spoken at global venues including SXSW, the Sydney Opera House, Davos Congress Center, Dubai Media City and Advertising Week New York and earned her Bachelor of Economics degree from the University of Sydney and MBA from Australian Graduate School of Management UNSW and Kellogg Business School (joint program). You can follow her [@RaquelleZuzarte](#).