



LEADERSHIP BIO

Elisa Cool

VP OF BRAND DEVELOPMENT

Elisa is Contently's VP of Brand Development. She has more than a decade's experience in content, working with brands and publishers across the media spectrum.

Elisa's career began at Ogilvy & Mather, where she worked on accounts such as IBM, American Express, and Morgan Stanley. She then moved to *The Wall Street Journal*, where she built their fledgling content offering into a sophisticated, multimedia custom content division. As VP of Brand Development of Contently, she supports Fortune 500 CMOs in the strategic growth of their brand publishing programs, mapping out what's next for some of the world's most forward-thinking marketing teams.

Elisa is also founder and chairman of Ladies@, a Contently-backed initiative aimed at raising standards for women in the tech and startup industries through events, content, and peer mentorship.