



**Emily Culp**

CMO, Keds

Adweek didn't give Emily their "CMO Rising Star" award in 2015 for nothing. She brings considerable experience as a marketing change agent to her current role as Keds CMO. She has 10 years' experience leading global brand teams as well as marketing leadership roles with Estee Lauder and Unilever. While leading the e-commerce and omni-channel marketing teams at Rebecca Minkoff, she helped create the brand's innovative New York flagship "Store of the Future."