

## FACULTY BIO: JENNIFER WOLFE

**Director**, DomainDiction, Rivercoast Film Distribution Company, Indie Vizuals, and Fan Bash

**CEO**, Dot Brand 360



**Jennifer Wolfe brings extensive experience as a sitting director, a C-level executive, and an advisor to Fortune 500 companies to her engagements as an NACD faculty member.** She is an expert in digital branding, management strategy, and intellectual property strategy. She holds a juris doctor with a master degree in Organizational Communication and Behavior from the University of Cincinnati.

**Ms. Wolfe has served on the boards** of technology start-up companies, including DomainDiction, Rivercoast Film Distribution Company, Indie Vizuals, and Fan Bash. She served as an independent director for Pub Group Investments as it expanded an upscale restaurant concept in resort and lifestyle destinations across the United States.

**Ms. Wolfe is the CEO of Dot Brand 360**, a digital agency that consults with global brands to prepare them for disruptive digital trends and cutting-edge technology in a changing Internet landscape. The company works closely with organizations such as the Food Network, HGTV, the Cooking Channel, the Travel Channel, Macy's, Nestlé, SAS, Livestrong, Richemont, and Broadway.com.

**Ms. Wolfe also serves as comanaging partner** for the prominent intellectual property law firm, Wolfe, Sadler, Breen, Morasch, and Colby. The firm represents clients such as Microsoft, Adobe, Procter & Gamble, Kraft Foods, Scripps Networks Interactive, Duke Energy, American Express, other Fortune 500 companies, and emerging growth companies in the technology, media, entertainment, retail, and consumer products industries.

Ms. Wolfe is the first woman to serve as president and chair of the board of Greater Cincinnati Venture Association. She served from 2012–2014 on the council of the Generic Names Supporting Organization (GNSO), which is responsible for developing and recommending policies related to generic top-level domains to the board of the Internet Corporation for Assigned Names and Numbers (ICANN). ICANN is the global organization that coordinates the Internet domain name system (DNS) and IP addresses. Ms. Wolfe also chaired an independent review charged with evaluating the effectiveness of the GNSO and implementing identified improvements.

As a successful board member, executive, attorney, entrepreneur, and advisor, Ms. Wolfe's skill sets and designations include these:

- The CERT Certificate in Cybersecurity Oversight
- NACD Governance Fellow
- Certified Six Sigma Black Belt in Process Improvement
- Nationally Accredited in Public Relations by PRSA
- Stanford Law School Director's College
- Direct Women Institute
- Published Author: *Digital in the Boardroom*, *Domain Names Rewired*, and *Brand Rewired*
- IAM Global IP Strategist

Ms. Wolfe is widely recognized for her contributions to the community. She has been a member of the Tocqueville Society of the United Way and has served on the board of directors and chaired fundraising events for the American Red Cross, the Leukemia & Lymphoma Society (which named her Woman of the Year) and the Film Commission in Cincinnati, Ohio.