



Julie Schoenfeld  
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Julie Schoenfeld is a veteran entrepreneur with a passion for identifying talent and assembling effective teams. Her most recent company, Strobe Inc. is creating technology for the self-driving car.

As Chief Executive Officer of Perfect Market, Inc., a digital publishing software company she has pioneered techniques that utilize search and social media platforms to create meaningful experiences for online audiences. Julie raised \$30M from venture funds: Trinity Ventures, Rustic Canyon Partners, and Idealab, as well as strategic partners, Comcast and the Tribune Company. Perfect Market was acquired by Taboola in July 2104.

Julie has served as CEO and founder for two other successful venture-backed start-ups. In 1999 she led the sale of Net Effect, Inc., for over \$300M to Ask Jeeves.

Julie is a recognized industry thought leader and has presented at conferences such as The Milken Global Conference, TechCrunch Disrupt, Business Insider Ignition and Admonsters. She serves on the board of the Young Presidents Organization, WPO Angeleno Chapter. In 2015 she was named to the list of Top 50 Digital Women by Digital LA. In 2012, National Association of Women Business Owners in Los Angeles acknowledged Julie with the prestigious "Innovator of the Year" award.

Julie holds a B.S. in engineering from Tufts University and an M.B.A. from Harvard Business School.