



# Diane Perlman

## CMO

As CMO, Diane is responsible for overseeing the planning, development, and execution of Blis' global marketing and advertising initiatives.

Diane is an established marketing leader with big brand experience at Microsoft, as well as startup, scaleup and agency-side experience. She is an American who relocated to London over 18 years ago with a startup and has worked primarily with tech and telecoms companies during her London career, which spans Grey London, Wheel (acquired by Digitas/LBi), Microsoft and Unruly, as well as her own virtual agency.

While at Microsoft, Diane led UK marketing communications for Windows Phone and later created and ran the Microsoft Ventures Accelerator, graduating nearly 40 startups. She was subsequently the CMO at global startup accelerator MassChallenge.

Diane spent the past 9 months as Interim CMO (maternity cover) at video ad tech company Unruly, one of the hottest tech scaleups in London's TechCity.