

## Jasmine “Jazzy” Zhu – Senior Marketing Leader

### BIOGRAPHY



Jazzy Zhu is a senior marketing leader specializing in B2B brand and content strategy and demand generation. With over a decade of experience launching new programs, products, and brands, she takes pride in helping growth stage companies establish their narratives to go-to-market, grow their teams, and generate demand. She was previously the head of marketing at two startups, taking the companies through early stage growth and funding rounds. Jazzy has worked with organizations of all sizes in the private and public sector, domestically and internationally. She has a background in international development, anthropology, and diversity & inclusion. Jazzy is currently the VP of Marketing at equipifi a B2B SaaS enabling Buy Now, Pay Later capabilities for banks and credit unions.