

Flavia Kennedy - <https://www.linkedin.com/in/flaviakennedy/>

Global Business & Marketing Strategist | Board Director | Entrepreneur | Award-Winning Author

Flavia is a seasoned executive with over two decades of experience leading transformative marketing and business areas across Fortune 50 and SMB IT companies.

As VP of Global Marketing at HP Inc. and a Business executive, Flavia influenced over \$20B in annual revenue, maintained market leadership in commercial PCs, and spearheaded campaigns that elevated brand equity and customer trust.

Having served on the corporate board before, Flavia brings a mindset rooted in strategic vision, operational excellence, transparency, and stakeholder alignment. Her governance experience also includes active participation in Series B fundraising, cross-functional leadership, and international market expansion. Her unique blend of analytical rigor, creative insight, and cross-cultural fluency makes her a valuable asset to boards seeking strategic professionals.

In addition to her corporate achievements, Flavia is an entrepreneur and award-winning author, having launched a successful fantasy trilogy under a pen name and founded a platform to support emerging writers.

She holds an MBA from Getulio Vargas University and a Bachelor's in Communication and Industrial Design from FAAP University, as well as numerous accolades for marketing excellence and leadership.

She loves Treeline and has lived here since 2016 with her husband and two sons.