

Lawrence L. Cole, II

(M) 310.740.4759 | (E) lawrence.l.cole@gmail.com | (IN) /lawrencecole

STRATEGIC OPERATOR | EXPERIENCED BOARD MEMBER



- P&L/Revenue Growth Leader
- Go-to-Market
- Corporate Strategy
- Global Teams & Emerging Markets
- Governance
- Cybersecurity Certified

Lawrence L. Cole, II is a **senior P&L executive with over 20 years** of experience as a **FORTUNE 50 operator** across the B2B adtech, commerce, SaaS and logistics sectors. He adds to shareholder value by developing and executing strategies for **growing topline revenue** while **future-proofing businesses** with the

systems and infrastructure to enable the long term success of both the enterprise and its people.

Most recently, Lawrence served as Managing Director and Head of the Americas Growth Ads division within Amazon, Inc where he leads and scales a \$7Bn adtech sales unit across the US, Canada and LatAm. In this role, he created and drove strategies for accelerating revenue growth at scale across both mature and emerging markets.

Lawrence is **Chairman of the Board of Directors** at Annie Cannons (Y Combinator S'18), a national non-profit organization. He chairs the executive committee and sits on the audit committee and the governance and nominating committees. As chair, **he led the Annie Cannons board through a CEO transition** and partnered with the successor CEO to revamp and expand the board and select and onboard new directors. The transition also included an updated strategic direction that refreshed executive compensation and goals for the organization.

Previously at Google, Lawrence led the turnaround of an omni-channel and CPG ad sales unit. He developed a strategy that **instituted operational and performance improvements** and ultimately led that business to **reach its \$1Bn revenue mark in annual recurring revenue (ARR)**. Separately, he made a measurable, global impact on Google's human capital that saved money on attrition costs over a number of years. Lawrence has served as a **trusted advisor to public and private company CXOs** on a myriad of strategies to improve their performance against key business and people metrics.

Lawrence earned his Bachelor in Electrical Engineering with honors from Florida A&M University, a Masters in Industrial-Organizational Psychology from Harvard University with an academic achievement distinction, and a Master of Business Administration from The Wharton School at The University of Pennsylvania with a concentration in behavioral analytics. He also is certified in Cybersecurity Governance through the Diligent Institute. He resides in San Jose, CA with his wife and son.