

Mark Coopersmith

Brief bio:

MARK COOPERSMITH is a best-selling author, entrepreneur, Fortune 500 executive, and educator. A Senior Fellow at UC Berkeley's Haas School of Business, he teaches innovation, entrepreneurship, and leadership to current and future leaders at UC Berkeley and around the world. He has built and run global businesses for Sony and Newell Rubbermaid, has launched and built successful Silicon Valley startups (his ecommerce startup is now owned by Google), and is a frequent keynote speaker and moderator. His entrepreneurship students have launched more than 100 ventures globally.

Longer bio:

MARK COOPERSMITH is a best-selling author, entrepreneur, Fortune 500 executive, and educator. A Senior Fellow and Lecturer at UC Berkeley's Haas School of Business, he teaches innovation, entrepreneurship and leadership to current and future leaders at Berkeley and around the world. He has built and run global businesses for Sony and Newell Rubbermaid, has launched successful Silicon Valley startups (his ecommerce startup WebOrder is now owned by Google), and speaks often to audiences internationally. Mark has mentored hundreds of startup teams, which have launched groundbreaking new ventures in sectors as varied as web services, consumer electronics, medical devices, internet-of-things, education, fashion, cleantech and fintech.

Mark is a frequent media commentator, with insights featured in The Economist, The New York Times, The Wall Street Journal, and USA Today; and on media outlets such as CNN, Fox News, and NPR. He has also shared his insights in talks and working sessions with leadership teams from Google, Disney, IDEO, Salesforce, Wells Fargo Bank, Daimler Benz, Samsung, Airbus, and Genentech, and government and public sector leaders from every continent.

Mark is the founding Author in Residence of the NASDAQ Entrepreneurial Center. His Amazon best-selling book "The Other 'F' Word" – co-authored with John Danner - helps leaders and teams put failure to work to drive innovation and growth.

Mark earned his BA and MBA degrees at UC Berkeley. He lives in Marin County with his college sweetheart Lori, with whom he has two children. He enjoys skiing, tennis, mountain biking and cooking.