

Jules Pieri

Co-Founder and CEO

The Grommet

Jules Pieri is Co-Founder and CEO of the product launch platform The Grommet. The company's Citizen Commerce™ movement is reshaping how consumer products get discovered, shared, and bought. Jules started her career as an industrial designer for technology companies and was subsequently a senior executive for large brands, such as Keds, Stride Rite, and Playskool. The Grommet is her third startup, following roles as VP at Design Continuum and President of Ziggs.com. She completed her undergraduate degree *summa cum laude* at the University of Michigan and people tell her she is the first designer to graduate from Harvard Business School, where she is currently an Entrepreneur in Residence.

Jules was named one of Fortune's Most Powerful Women Entrepreneurs in 2013 and one of Goldman Sachs' 100 Most Interesting Entrepreneurs in 2014. In June 2014, Jules was invited to the White House Maker Faire to launch The Grommet Wholesale Platform, the extension of the Grommet business connecting Makers with Main Street Retailers.

Jules is frequently tapped to speak on consumer trends and technologies, design, and entrepreneurship and has done so at many institutions such as HBS, SCAD, and MIT and at conferences, such as Internet Retailer and SXSW. She's been featured in media outlets, including *New York Times*, *Wall Street Journal*, *Forbes*, and *Fortune*. Jules writes a personal blog on these subjects at jules.thegrommet.com and posts as @julespieri on Twitter and Instagram.