



Nancy Tao Go
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Nancy Go is an experienced executive who envisions and launches new mass household brands. She is an industry-agnostic organizational and functional leader focused on growth.

Nancy currently serves as Chief Marketing Officer for Devoted Health, a mission-driven health company working to improve health and wellbeing for older Americans, with early investors including Venrock and a16z, where she joined pre-revenue in 2018 with 20 FTEs. In 2021, Devoted is now at 1100 FTEs, \$500MM+ ARR, and has raised 750MM (up thru Series C). Nancy is responsible for driving record-breaking organic growth for Devoted Health, which is the fastest growing Medicare Advantage health insurance company. In 2020 active footprint in Florida and Texas markets, Devoted took 43% share of market growth, achieved better than industry CACs, with 81% NPS consumer traction.

From 2011-2017, Nancy was head of brand marketing for Wayfair, where she joined CSN Stores in 2011, and launched and established the Wayfair brand. Wayfair's IPO was in 2014 (NYSE: W), and by 2017 grew to \$5B revenue, 85% awareness in the US, and 40% in EU markets. Nancy's teams launched TV ad campaigns (Wayfair's Got What You Need), media buying, performance marketing, strategic partnerships (HGTV, endorsement), brand strategy, website UI/UX, creative functions, PR - all in-house. Started and scaled various groups, and was responsible for a 150+ person team.

Nancy is currently a Board Director for Droplette (skincare device, Series A). She also serves as an advisor to C-level executives. Previously, she served on the Board of Advisors for Chewy where she partnered with CEO Ryan Cohen (now chairman of GameStop) on scaling DTC marketing, towards the largest e-commerce acquisition in 2017 at \$3.4B. She has also served on the Board of Advisors for various start up and non-profit organizations, including Dia (fashion), Tally (fintech), Arteza (art supplies), and Duke University, Innovation & Entrepreneurship Board, and Big Sisters Association of Boston.

Nancy is a veteran of Procter & Gamble and the Parthenon Group/E&Y. She holds an MBA from Stanford Graduate School of Business and an undergraduate degree from Duke University. Nancy currently lives in Boston with her husband and two daughters.