

## **Nancy Tao Go**

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, an all-in-one healthcare company on a mission to dramatically improve the health and well-being of older Americans by caring for every person like family. Devoted offers an integrated healthcare solution that combines Devoted Health Medicare Advantage plans, access to top local providers alongside virtual and in-home care delivered by Devoted Medical, full-service guides, and world-class technology to deliver a complete, coordinated, and customized healthcare experience for every member. With investors including Venrock and a16z, Devoted has raised \$1.99 B (through Series D), and now employs over 1,000 people nationwide. Nancy, who joined in 2018, is responsible for driving record-breaking organic growth for Devoted Health, propelling the company's Medicare Advantage plans to become one of the fastest-growing in the market. Devoted now serves over 70,000 members across Florida, Texas, Arizona, Ohio, and Illinois.

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 percent awareness in the US, and 40 percent 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. Nancy started and scaled various groups, and was responsible for a 150+ person team. Nancy is currently a Board Director for Droplette (skincare device, Series B). 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), 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.