

Heidi Andersen



Heidi Andersen is an award-winning business leader with deep expertise in building and scaling revenue for global technology organizations to \$5B+. With more than two decades in Silicon Valley at Google, LinkedIn, and Nextdoor, she has successfully led innovative large scale growth efforts and built organizations from scratch to global scale. She has a decade of experience in building and scaling online communities globally. She is also a veteran in the advertising and media industry. Having built multiple ads monetized businesses and GTM while also running marketing teams her expertise is full circle. Her speaking engagements are vast and include world renowned events like Cannes Lions Festival of Creativity and New York Advertising Week. Her podcast experience includes various marketing focused podcasts and the Silicon Valley VC Kleiner Perkins Podcast “Grit.” Heidi has served on the AdCouncil and Mobile Marketing Organization’s (MMA) board with the goal of leveraging the power of marketing to make a positive impact on big societal issues and to help make marketing better.

Heidi is originally from Denmark and moved to Silicon Valley in 2003, currently residing in Colorado (USA) with her family and dogs. She has a passion for connecting people with technology that can help them live better and for leveraging her vast, diverse experience to help the next generation of leaders make a positive difference. Heidi is an avid runner, cyclist and skier who enjoys the challenge of pushing limits.