

Rachel Konrad
rkonrad@stanford.edu

Experience:

- I've helped build communications, branding, marketing, go-to-market, social media, influence and reputation management programs for Tesla, Impossible Foods and other audacious companies — and their visionary, brilliant CEOs.
- As a consultant, board member and executive team member, I help accelerate the shift to zero-emission transportation, renewable energy, and sustainable agriculture.
- In my latest adventure at Stanford University, I teach the next generation of business leaders how to improve their communication skills.

Career fundamentals:

- **Stanford Graduate School of Business lecturer:** I teach “Winning Writing,” a class pioneered a decade ago by 10-time Pulitzer Prize-winning journalist Glenn Kramon. In nine sessions, students learn practical techniques to write better. The goal is to give aspiring executives and entrepreneurs an *unfair advantage* over the vast majority of businesspeople, who focus on presentation skills to the exclusion of written communication.
- **Board member and consultant (June 2021–present):** First independent board member at early-stage, venture-funded startups, including:
 - Alameda, Calif.-based biotech **Shiru**
 - Singapore-based alternative protein company **Next Gen Foods** (Tindle)
 - Los Angeles-based gut microbiome company **Supergut**
 - Los Angeles-based nonprofit **Earth League International**, which finds and imprisons the global kingpins who commit crimes against the environment, including illegal fishing, logging and poaching.
 - I also serve as a consultant and adviser to startups and incumbent companies in agriculture, synthetic biology, transportation, energy and advanced materials.
- **Chief Brand Officer, The Production Board (January 2022-March 2024):** Led all aspects of communication, brand, marketing and related functions for TPB – one of the few venture capital firms focused primarily on commercializing scientific breakthroughs in climate technology, energy and human health. TPB's goal is to accelerate the shift to an era of unlimited energy and infinite abundance. I also served as “fractional CMO” at early-stage portfolio companies — a fast-paced role that jumped from crisis comms to investor relations to pitch decks to strategic pivots to SEO campaigns to a SPAC debut. TPB taught me the rudiments of venture finance, early-stage business formation, performance

marketing and other disciplines. (Heck, I once had to get up to speed on terrestrial nucleosynthesis, terraforming, biomining and SPAC filings – *in a single morning.*) Direct report to TPB CEO and Founder Dave Friedberg.

- **Chief Communications Officer, Impossible Foods (2016–June 2021):** Oversaw communications, marketing, sustainability, brand, creative, social media, influence, events, strategic partnerships and other functions as needed from the company's commercial launch through its mainstream, mass-market distribution at Burger King, Starbucks, Walmart and nearly everywhere. Impossible's mission is to eliminate the need for animal agriculture – the most destructive technology on Earth. Starting when the company was pre-commercial, I built and led the team that took awareness of Impossible's brand from zero to 56% nationwide. Direct report to CEO, Founder, Chairman and Stanford Professor Emeritus Dr. Patrick O. Brown.
- **Head of Communications and Marketing, Renault-Nissan Alliance (2011–2016):** Oversaw all aspects of global reputation management for the world's top-three car group and its singular CEO. Founded and built a multicultural "startup within a major multinational" for 350,000-employee, global top 20 corporation and the first automaker to industrialize electric vehicle production. Member of senior management and key leader for commercial partnerships (Daimler, Bajaj, AVTOVAZ, Mitsubishi and others) and noncommercial strategic partnerships (United Nations, World Economic Forum, Women's Forum, TED Global and others). Direct report to CEO and Chairman Carlos Ghosn, with a home base of Paris and extensive travel in Japan and the major markets (USA, China, Brazil, Russia, India).
- **Director of Communications, Tesla Motors (2008–2011):** Sole communications person for Tesla during the company's most transformative growth period. Responsible for all aspects of reputation management, media relations, social media, executive communications and content generation. Head of corporate communications and product communication (including Roadster and Model S). Oversaw financial communications from Series E through IPO. Dispatched to the UK in 2010 to accelerate global growth. Direct report to CEO and Chairman Elon Musk.
- **Journalist (1994–2008):** Bureau chief, editor and reporter for news outlets including the Detroit Free Press and Spokesman-Review; The Associated Press; and leading online news site CNET. Served as roving correspondent in Europe, Asia and Latin America for the Knight-Ridder chain. Speciality in business news with significant experience in sensitive environments — from murder scenes to economic espionage to election irregularities.
- **English teacher (1993–94), Instituto Británico de Idiomas:** Sole native Anglophone employee in a family-run private school in Mexico City. Taught

American business English to Mexican professionals and expats from around the world.

Personal tidbits:

- Northwestern University bachelor's of science (journalism) and arts (history)
- Johns Hopkins University Pew Fellowship for International Journalism recipient
- Hiker, mountain biker, backpacker, cook, nature lover, "dog person"
- My happy place: On steep learning curves... including ski slopes!

Social media:

- [LinkedIn](#)