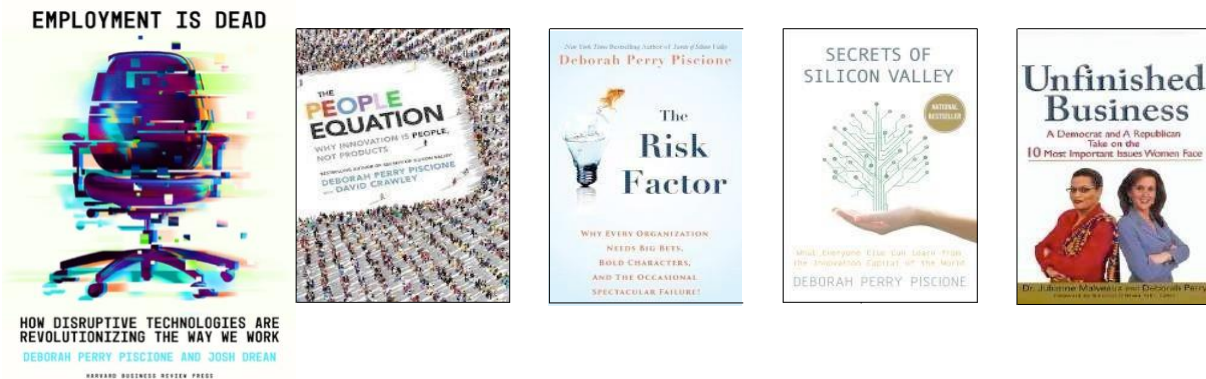


Deborah Perry Piscione



- **Thought Leader** in AI + humanoids, web3 technologies, risk-taking + Innovation: Architect of the bottom's up methodology, *Improvisational Innovation™*
- **Board Director + Advisory.** Chaos Ledger, Neural Technologies, Pivotal + Coin.Fi
- **Serial Entrepreneur.** Work3 Institute, web3summit.xyz, Wagmas.xyz (web3 content site), Oceania, Nobiyō Freshwear™, Chump Genius™, Alley to the Valley® + BettyConfidential®
- **General Partner,** Sterling Capital
- **Television Commentator, Keynote Speaker + Lecturer**
- **New York Times Best-selling Author.** *Secrets of Silicon Valley*; *The Risk Factor*; *The People Equation*; *Unfinished Business*; + *Employment is Dead: How Disruptive Technologies will Revolutionize the Way We Work* (Harvard Business Review Press) January 28, 2025)
- **THINKERS50** (2025 Nominee)

Published Books



Speaking + Research Topics | Stanford University Case Study

- Making Smart AI Investments: Build, Buy, Partner, Hybrid Strategies
- *Employment is Dead! How Disruptive Technologies are Revolutionizing the Way We Work*
- AI, Humanoids + web3: Implications for business, government + society
- Seeking a New Economic Model in the Era of AI
- The Secrets of an Innovative Success: Turning Employee Ideas into Execution
- How to Create a Risk-taking Culture
- The Secret Sauce of Silicon Valley's Ecosystem and Culture
- **Subject of Case Study:** [Stanford University, Graduate School of Business, Case E-424, "Deborah Perry Piscione" \(Finding Opportunity in Silicon Valley\)](#)

Deborah Perry Piscione is a renowned futurist and expert in business strategy and growth, specializing in the transformation of work and organizations in the era of AI and web3 technologies. As the co-founder and **Chief Future Officer of the Work3 Institute**, she leads cutting-edge research and advisory services on the convergence of AI, humanoids, blockchain, and emerging technologies, providing

strategic insights on their profound impact on business models, organizational structures, and the future of work.

A seasoned Silicon Valley entrepreneur, investor, board director, and New York Times bestselling author, Deborah has established herself as a preeminent thought leader in AI-driven innovation, AI ethics in organizational contexts, and strategic risk-taking in the digital age. Her expertise in business strategy and growth has made her a sought-after advisor to Fortune 500 companies navigating the complexities of technological disruption and organizational transformation.

Her latest book, *Employment is Dead! How Disruptive Technologies are Revolutionizing the Way We Work* (Harvard Business Review Press, January 28, 2025), provides a comprehensive framework for understanding how AI and distributed ledger technologies are fundamentally reshaping traditional employment models, organizational hierarchies, and the very nature of work itself. The book synthesizes research on AI's labor market impacts, organizational design for AI-augmented workforces, and leadership strategies for navigating the AI transition.

Deborah is the architect of **Improvisational Innovation™**, a groundbreaking bottom-up innovation process specifically adapted for the AI era that creates a psychologically safe environment for employees to propose new ideas, particularly those leveraging AI and web3 technologies. The process came out from her New York Times bestselling book, *Secrets of Silicon Valley*. In the era of AI disruption, this methodology addresses a critical gap: while AI automates routine tasks, organizations need processes that unlock human creativity, adaptive thinking, and judgment—the skills AI cannot replicate. This process has been adopted by industry leaders such as McKinsey & Co, Accenture, Tata, and Qualcomm, demonstrating its effectiveness in fostering AI-driven innovation within large enterprises and consulting practices. On average, the process has yielded \$200M USD in new and expanded revenue streams within 12-18 months of adoption for Fortune 500 companies.

As co-creator of **WAGMAS**, **web3summit.xyz**, Deborah leads a hype-free, web3 community and summit series, working to educate and transition enterprises and governments on the practical applications of AI, blockchain, and web3 technologies. Her work in this space has positioned her as a key figure in bridging the gap between traditional business models and the AI-augmented, decentralized future of work.

Deborah is a globally sought-after speaker on AI ethics, human-AI collaboration, the future of work, and technological disruption. Her insights on how leaders can harness AI while maintaining human creativity and innovation capacity have made her a trusted advisor to C-suite executives worldwide. Her expertise and insights have made her the subject of a Stanford University Graduate School of Business case study, 'Deborah Perry Piscione: Finding Opportunity in Silicon Valley.'

Prior to her move to Silicon Valley in 2006, Deborah spent 18 years in Washington, DC as a staffer in the U.S. Congress (for US Sen. Connie Mack and US Rep. Ileana Ros-Lehtinen) and the White House (for President George H.W. Bush). She has also served as an on-air commentator for CNN and a guest lecturer at Stanford University, where she discusses the intersection of AI, the Silicon Valley ecosystem, and the evolution of enterprise growth through AI-driven innovation and entrepreneurship.

Through her multifaceted career, Deborah continues to shape the discourse on how AI and web3 technologies are reshaping the global business landscape and the very nature of work itself.

Architect of Improvisational Innovation™ Process + Technology Platform

When Deborah interviewed innovative CEOs for the research of her book, *The Risk Factor*, she began each with a single question, 'What keeps you up at night?' Many leaders responded with other questions such as, 'How do I know where the next big idea is,' and 'What are on the minds of my employees?'

Deborah spent the next nine months trying to figure out how to solve this problem and she began to explore how incremental or groundbreaking ideas can be harvested from employees in every corner of the company. Deeply passionate about democratizing opportunity, Deborah designed a bottom's up innovation methodology, **Improvisational Innovation™** — an annual process that engages all the organization's talents in a safe and trusted environment. In the era of AI disruption, this methodology addresses a critical challenge: while AI automates routine innovation tasks, organizations need processes that unlock distinctly human capabilities—creativity, adaptive thinking, intuition, and judgment. Improvisational Innovation™ has helped numerous leading enterprises such as Qualcomm, Tata Group, NetApp, Nike, Pfizer, Philip Morris International, and Accenture shift to a growth model, and addresses the

answer on how to identify, source, data-mine and execute upon new ideas from any employee in an AI-augmented workplace.

Venture Capitalist

Deborah was the Managing Director and General Partner at Sterling Capital, a \$150M opportunity fund with an investment thesis in the future of work, AI, blockchain, cryptocurrency and NFT's. Sterling Capital seeks brilliant entrepreneurs with enormous grit who see the future while simultaneously look to make the world more democratized for others. With strong connections to like-minded LP's, we have co-invested with those who see the world similarly and ensure that we are impactful in the S in ESG. Deborah has strong sourcing and strategic relationships at leading consulting firms such as Accenture, McKinsey & Co., and Deloitte, and leverages her books and innovation expertise to speak and advise many of the Fortune 500 clients of these consulting firms on AI transformation and innovation strategies. Deborah launched Sterling Capital after having realized 22 exits and \$850M raised for the members of the Alley to the Valley community, a deal-making community (not a formal fund) among highly accomplished women, which she founded in 2010.

Serial Entrepreneur

Deborah has cofounded five companies since arriving in Silicon Valley in 2006.

In 2019, Deborah founded **Oceania**, a technology platform to address the bubbling up of new ideas + bold bets in addition to placing value on people and building community + engagement within the enterprise -- all essentials for the livelihood and survival of any organization operating in today's competitive marketplace and era of exponential growth driven by AI and emerging technologies.

Deborah launched **Nobiyo Freshwear** in 2012, a patented undergarment that manages perspiration and odor in the area's women need it most. Worn as an undershirt, the breathable, temperature-regulating fabrics keep you cool in the summer and warm in the winter. Nobiyo Freshwear was licensed to a privately held direct to consumer site.

In 2012, Deborah created and cofounded **Chump Genius™**, an educational gaming company that will teach 21st century science and math education to kids ages eight and up. Cofounded with 3D illustrators Mark and Lee Fullerton, the Chump Genius™ brand franchise is based on humorous, time travel adventures of twin boy characters, Drake and Dominick (Deborah's real-life sons). Chump Genius was sold to Pixel Boy Studios.

Deborah also was a cofounder and the former CEO of Desha Productions, Inc., a company that owns and operates **BettyConfidential.com®** and **Alley to the Valley®**. Under her leadership, BettyConfidential has become one of most recognizable lifestyle brands on the web for women (ages 18-49). Since 2007, Deborah has managed the operations (P&L), strategic planning and corporate development. Built on a proprietary content management system, BettyConfidential was designed for easy usability for nontechnical users, moving content rapidly in a 24/7 news cycle. The site reached #7 in comScore's Beauty & Fashion category and has received awards including 'AlwaysOn's OnHollywood 100 list of World's Top Private Companies in Digital Entertainment,' 'ForbesTop 100 Women's Websites' and 'min's Editorial Excellence Award' in 2010.

In November 2010, Deborah created **Alley to the Valley (A2V)** for the purposes of deal making among leading women in entrepreneurship, venture capital, corporate executives, and service providers. A2V® is often described by many of the country's leading women as a 'highly effective + transactional' community that fast-track deals and other opportunities for each woman in the community. In doing so, she trains highly accomplished women in the Alley to the Valley® method to act upon their 'asks' and simultaneously bring their 'offers' to the table, so that they and their businesses have an opportunity to rise to the next level. While not a formal fund, A2V has help to facilitate 22 exits and \$850M raised in capital.

Best-Selling Author

Deborah is the author of four best-selling books. Her latest book, *The People Equation: Why Innovation is People, Not Products* (Berrett-Koehler, April 2017), suggests that for innovation and growth to occur in the AI era, companies need to be people-centric. While AI brings powerful capabilities, organizations must

value human creativity, judgment, and collaboration. The book provides the formula for balancing AI capabilities with human potential to drive sustainable innovation.

In 2014, Deborah wrote *The Risk Factor: Why Every Organization Needs Big Bets Bold Characters, and the Occasional Spectacular Failure* (St. Martin's Press, December 2014), and takes the most comprehensive look at this crucial, undervalued leadership behavior, and outlines how companies must support risk-taking across the enterprise—particularly critical in the era of AI disruption and rapid technological change. Exploring the heroes of risk, including entrepreneurs, venture capitalists and technologists, and the role risk-taking and failure tolerance play in their success, she makes a compelling case not only for big, flashy mergers or acquisitions but also for unorthodox choices in everything from leadership to corporate social responsibility. Drawing on case studies from a wide range of now-famous giants (Netflix, Salesforce) and successful start-ups (Tesla, NetApp), she distills lessons for both new entrepreneurs and established companies whose longtime risk aversion has cost them more than they realize.

Deborah is the author of *The New York Times* and global best-selling book, *Secrets of Silicon Valley: What Everyone Else Can Learn From the Innovation Capital of the World* (Palgrave Macmillan, April 2013). The book covers the characteristics of the Silicon Valley ecosystem, the history of how the culture came into being, the future of innovation and exponential technologies including AI, and whether Silicon Valley can be replicated. The book draws on examples and interviews of leading innovators and companies in Silicon Valley, including technology entrepreneurs, venture capitalists and service providers to show how freedom and collaboration produce high-quality, forward looking, socially conscious, and profitable enterprises, and show how these factors can be applied in other cities, communities, and business cultures to produce similar results. Deborah explores why the unique culture of innovation and progress in Silicon Valley represents our best hope for navigating the AI transformation, and how it avoids the pitfalls of more traditional corporate culture in areas as varied as creativity, gender equity, speed to market, etc.

Deborah is also the coauthor (with Dr. Julianne Malveaux) of the *Washington Post* bestseller entitled *Unfinished Business: A Democrat and a Republican Take on the 10 Most Important Issues Women Face* (Perigee, an imprint of Penguin Putnam, September 2002).

On-Air Commentator + Freelance Writer

Prior to moving to Silicon Valley, Deborah spent over a decade as a television and radio commentator on CNN, MSNBC, FOX News and National Public Radio.

As a television and radio commentator, Deborah has appeared as a guest on the Today Show, Wolf Blitzer Reports, The McLaughlin Group, The O'Reilly Factor, Hardball with Chris Matthews and Politically Incorrect, and has been a featured guest on PBS, BET and National Public Radio programs including Justice Talking, Public Interest and The Tavis Smiley Show. She has been featured in leading women's magazines such as MORE and Ladies' Home Journal, and in newspapers including The New York Times, Chicago Tribune and Dallas Morning News.

Congressional + White House Staffer

Deborah served as a congressional staffer for then-U.S. Senator Connie Mack, U.S. Rep. Ileana Ros-Lehtinen and a political appointee for President George Bush (41st president) and specialized her legislative and executive career in foreign policy. As a legislative assistant for Rep. Ileana Ros-Lehtinen, Deborah spent much of her foreign policy focus on the issues in the Middle East and Western Hemisphere, where Rep. Ros-Lehtinen held leadership commissions on these subcommittees. From these positions, Deborah gained a breadth of writing experience in op-eds, political speeches and press releases, and later became a freelance writer for magazines such as Ladies' Home Journal and National Geographic Traveler.

Speaker, Guest Lecturer, etc.

Deborah is a globally recognized keynote speaker (represented by Leading Authorities) who predominantly speaks at AI, innovation conferences, business forums and universities around the world such as, Global Peter Drucker (Austria), Presidents Summit (Denmark), Innovation + Future of Work Conference (Kingdom of Saudi Arabia), TEDx, Vistage, Innatown (Norway), WOBI (Australia) London School of Economics and Council on Foreign Relations. Her keynote topics include 'AI + Human Creativity

Collaboration,' 'Leading Innovation in the Age of AI,' and 'The Future of Work in an AI-Augmented World.' Deborah is also an author of several LinkedIn Learning courses including "Executing on Innovation," and her course on 'Risk-taking for Leaders' has been translated into 12 languages and piloted onto platforms such as Glint. Her course 'Executing on Innovation' addresses how organizations can implement innovation processes in AI-augmented workplaces.

She has won numerous awards including the 2009 'Silicon Valley Women Business Owner of the Year,' a 'Gracie Allen Award' for her participation in a debate for NPR's Justice Talking and a distinguished award from The White House Project. Earlier in her career, Deborah was appointed as a senior fellow at the Independent Women's Forum and as an adjunct professor at American University in Washington, DC. She is also a guest lecturer at the Graduate School of Business at Stanford University, where she addresses the intersection of AI, innovation, and the evolving Silicon Valley ecosystem.

Personal

Deborah created Drake and Dominick Giving, a foundation named after her twin boys and their interest in the well-being of foster children. Drake and Dominick Giving has partnered with the AVID (Advancement Via Individual Determination) program to provide financial support for foster kids' college readiness, and in the past has worked with the National Heart Gallery to encourage greater adoption rates of foster children.

Deborah received her graduate degree in liberal studies, with an emphasis on international affairs and economics from Georgetown University and her undergraduate degree in communications from Florida State University. An avid runner, outdoor enthusiast and international traveler, Deborah lives in Silicon Valley, CA with her husband, twin boys (ages 20), daughter (age 17) and mini Goldendoodle, Duchess.

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