

# LIKEWISE

Likewise Inc.  
3450 Carillon Point  
Kirkland, WA 98033

Contact: [Press@Likewise.com](mailto:Press@Likewise.com)  
Website: Likewise.com

## **Likewise Leadership Team and Board Member Bios** **October 2023**

### **Ian Morris**

#### ***Chief Executive Officer, Board Member and Co-Founder***

Ian Morris is the Co-Founder and Chief Executive Officer of Likewise. Ian's history of creating, leading, and advising high-growth, high-performance internet businesses lends itself to his role at Likewise where he oversees all aspects of the company's management and growth.

Before Likewise, Ian served as the President and Chief Executive Officer of Market Leader for more than a decade. Under his leadership, Market Leader was ranked the fourth Fastest Growing Technology Company in North America from 1999-2004, leading to a successful IPO, and later to the sale of the company for \$380 million.

Prior to Market Leader, Ian led many of Microsoft's early online marketing efforts and served as the General Manager of Microsoft HomeAdvisor, one of the nation's first consumer real estate sites. Ian is a graduate of Harvard Business School and has served as a board member and strategic advisor to a number of public and private technology companies.

### **Salim Hemdani**

#### ***Chief Technology Officer***

Salim Hemdani is the Chief Technology Officer of Likewise. In this role, Salim oversees both Product and Engineering departments. Salim has a strong track record of executing B2C digital experiences for organizations ranging from start-up to Fortune 50 companies, including Microsoft, AT&T, Nike, DELL, Nintendo, Best Buy, MillerCoors, Safeco, Premera, Costco and Levi Strauss.

Prior to Likewise, Salim served as Chief Technology Officer at Mixpo, Inc. (acquired by Netsertive), an online video advertising company. Prior to that he was a Group Vice President at interactive digital agency Razorfish (a Publicis company).

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## **Brian Draggoo** ***Chief Marketing Officer***

As CMO, Brian oversees user acquisition, growth, and brand development. He joined Likewise after spending over a decade in London, applying his analytics-driven marketing approach to scale multiple successful start-ups from early funding rounds to IPO or acquisition. He helped to grow the ticket marketplace Viagogo 20X in three years, before moving to Anobii, a book discovery platform that was acquired by the UK's large supermarket chain, Sainsbury's. From there, he was hire number 18 at Funding Circle, where he led marketing for the European markets, supporting their journey to a \$2 billion IPO in 2018. Prior to his time in London, Brian helped to grow Avenue A | Razorfish's search marketing team as one of its very first hires.

Brian earned his MBA from the University of Oxford, with a focus on entrepreneurship and international business. He is a passionate advocate of growth marketing, speaking at many industry events and panels. He has played an active role as mentor for his undergraduate alma mater, the University of Washington's Foster Business School, and is strategic advisor to a number of early-stage technology companies.

## **Josh Epstein** **Head of Business Development and Partnerships**

Josh Epstein is the Head of Business Development and Partnerships at Likewise. Prior to Likewise, he held senior roles at a global Fortune 100 media company and helped build and launch successful start-ups.

Josh served in a range of roles at Viacom including leading corporate strategy and business development. In his tenure at Viacom, Epstein grew revenue, increased operating income and helped reposition the business for transformation. He achieved these results by building strategies, creating innovative partnerships, and collaborating across all levels of the organization to shape its operations. He served as EVP & Chief Business Officer for eBay founder Pierre Omidyar's First Look Media where he grew the company from pre-revenue to encompass a range of businesses. As an entrepreneur, Josh was the founder and CEO of Periodic, a streaming video news service. He began his career as one of the early employees at digital marketing pioneer aQuantive, acquired by Microsoft for \$6 billion, its largest acquisition at the time.

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Josh earned an AB in Art History from Princeton University and holds an MBA from Northwestern University's Kellogg Graduate School of Management. He currently serves on the Board of arts and public media organization BRIC, is a Trustee of Saint Ann's School in Brooklyn, NY, and has been an investor and advisor to a range of companies in sectors including news, streaming music, live entertainment, consumer packaged goods, retail, travel and advertising technology.

## **Kellie Vaughn** **Chief People Officer**

Kellie Vaughn is the Chief People Officer of Likewise. In this role, Kellie is responsible for leading all people related initiatives, with an emphasize on shaping the company's approach to human resources, leadership, management, and culture. Kellie has a strong track record of scaling teams within fast-growing start-ups and is focused on fostering an inclusive, innovative, and collaborative culture that maximizes employee engagement.

Before Likewise, Kellie served as the VP of People at JetClosing. Prior to that, she was the Head of HR for Porch Group, a now publicly traded home services company

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## **Board of Directors/Co-Founders**

### Larry Cohen

Larry is CEO of Gates Ventures, which he co-established with Bill Gates in 2008. Gates Ventures focus includes energy/climate, health science and systems, education technology and software innovation. Prior to Gates Ventures, Larry spent 20 years in the software industry as an executive and product leader with roles at Apple and Microsoft. He is a board member at Khan Academy, Seattle Theater Group, Breakthrough Energy, Global Health Labs, and Likewise which he co-founded.

### Michael Dix

Michael, co-founder of Intentional Futures (iF) and Likewise, spent eight years at Microsoft leading product management and marketing strategy teams. Before that, he worked in Beijing for News Corporation establishing one of the first Internet ventures in China, and in New York City where he helped create and then run an Internet practice at Siegel & Gale. Michael is also a member of Charity Navigator's Board of Directors. He founded iF out of a love of building things that provoke, motivate and inspire people - and ultimately make a positive difference in the world. For over a decade, iF has combined rigorous strategy, imaginative thinking, and pragmatic execution to help clients rapidly learn, develop novel ideas, and implement them with purpose and impact, including Likewise which was originally incubated there.