



Tawana Murphy Burnett

Global Client Partner
Facebook Inc.

Tawana Murphy Burnett recently joined Facebook's New York office in the Global Marketing Solutions group. She is responsible for one of Facebook's largest global customers, Visa which has recently rolled out new mobile payment products such as Visa Check Out, and supports their sponsorship of the upcoming 2016 Olympics in Brazil.

In her previous role, Tawana was responsible for portfolio growth and profitability, team and colleague development, innovation plan development and cross-functional cultural development. Brands in the UR & PC include Robitussin, Advil Congestion Relief, Chapstick and Preparation H. She is a proud alumna of Rutgers University - NCAS.

Tawana returned to Pfizer in March 2012 after living and working in Silicon Valley for the last 5 years to lead Consumer Engagement for Pfizer Consumer Healthcare defining digital engagement and social media strategies for the division.

With 15+ years experience in consulting and marketing for Healthcare (OTC), Technology and Education, Tawana has had a unique set of experiences across these industries launching and building over 20 new innovative products and segments for consumers and small businesses in the U.S. and abroad. She's led product development, marketing and commercial innovation for companies and brands such as Ernst & Young, Boniva @ Glaxo Smith Kline, Listerine @ Pfizer Consumer Healthcare, LeapFrog the makers of the Leapster and LeapPad and Intuit, the makers of TurboTax, QuickBooks and Mint.com.

In addition to her corporate experience, Tawana has worked for and helped start several startup ventures during the dot com boom of the late 90s. In the most recent 5 years of her career, she led advertising and marketing of new business ventures at Intuit in Silicon Valley.

During her 2nd year in business school at Darden, University of Virginia – she learned about a study produced by the Catalyst organization, a nonprofit group expanding opportunities for women in business. As a daughter of an entrepreneur and an MBA student, she was really struck by the metrics for women enrolled in business school, women in executive level positions including C level positions. In her class of 300 peers, women represented just about 20% compared with the 50% enrolled in medical and law schools. From there, she decided to get more involved in organizations like the Forte Foundation which focuses on developing and supporting women pursuing careers in business. Most recently she has joined the board of a new organization, Something Different After School, a training and leadership program serving African-American girls in Harlem, Brooklyn and Queens, NY. She also serves on Global Women's Council at Pfizer and the Dean's Diversity Board for The Darden School, University of Virginia.

Her six year old daughter Cori keeps her focused on the dialogue of supporting women and her mom's 25 year tenure as a small business owner inspired her to pursue a career in business.

Tawana, her husband and 6 yr old daughter Cori are recent transplants from Northern California to Northern NJ.