



John Sculley

John Sculley is the renowned entrepreneur and former CEO of both Pepsi-Cola and Apple. He is known for driving Apple's revenue from \$800 million to more than \$8 billion during his tenure, as well as introducing the Pepsi Challenge, a campaign that helped make Pepsi the largest selling soft drink in the U.S. Drawing upon years of experience as a corporate executive, investor, entrepreneur, mentor, and rainmaker, Sculley is considered one of the world's foremost experts in disruptive marketing strategies, and has become a sought-after global storyteller for the digital revolution. He is an active investor and mentor in a wide range of cutting edge companies in the U.S. and around the world.

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