

Paige Arnof-Fenn

Founder and CEO
Mavens and Moguls



Paige Arnof-Fenn is the founder and CEO of Mavens & Moguls, a global marketing strategy consulting firm. She was formerly vice president of marketing at Zipcar heading all marketing and sales activity for the company. She was responsible for all branding, corporate communications and corporate partnerships for the business and was instrumental in the fundraising efforts for this early stage company. Previously, she was vice president of marketing at Inc.com and responsible for promoting the company to the business and media worlds, and also for driving E-commerce sales before the company was sold to a division of Bertelsmann. Prior to that she held the title of senior vice president of marketing and was a key member of the IPO team at Launch Media, an Internet start-up that went public in early 1999 and was later sold to Yahoo. She built the marketing organization from the ground up, overseeing all marketing, advertising, corporate communications, market research and promotion as well as their in-house ad agency/art department.

Arnof-Fenn has also worked as a special assistant to the chief marketing officer of global marketing at The Coca-Cola Company and held the position of director of the 1996 Olympic Commemorative Coin Program at the Department of Treasury, U.S. Mint. Prior to running the Olympic joint venture, Arnof-Fenn worked in brand management at Procter & Gamble.

Arnof-Fenn has been a featured speaker and panelist at the New England Direct Marketing Association, the MIT Enterprise Forum, The Commonwealth Institute, Harvard Business School, the American Marketing Association, Simmons School of Management (where she is also Entrepreneur-in-Residence and on the Dean's Advisory Council), University of Texas, Emerson College, the Massachusetts Interactive Media Council, New York University, Women in Technology, Bentley College, Tufts University, Babson, The Boston Club, Youth Technology Entrepreneurs, Fleet Bank's Take Your Daughter to Work Day, various corporate workshops and conferences and she is on the faculty of Continuing Legal Education. She has judged the Dalton Pen, Web Marketing Association and Stevie Awards, coached other entrepreneurs through Springboard Enterprises and hosted online webinars to share her marketing expertise with business owners around the world.

Arnof-Fenn is a founding Board member of Women Entrepreneurs in Science & Technology and she is serving on the Alumni Boards of both Stanford University (Vice Chair '07-'09, Chair '09-'11) and Harvard Business School (Vice President). She is currently on the Board of Trustees and Executive Committee of the Sports Museum

at the TD Banknorth Garden, is an advisor to several early stage private companies and non profit organizations and is also the past president of the Stanford Club of New England which serves alumni in a 5 state region. She holds an undergraduate degree in economics from Stanford University and an MBA from Harvard Business School. Paige is quoted regularly in the media and also on the IDC Technology Advisory Council, a Time Magazine Opinion Leader and a monthly columnist for Entrepreneur.