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Comcast NBCUniversal LIFT Labs

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Philadelphia, PA 19103

**Aize Asowata**

**Senior Marketing Manager**

**Short Bio:**

Aize Asowata is Senior Marketing Manager at Comcast NBCUniversal. In this role, she is establishing LIFT Labs as the expert in tech entrepreneurship, the champion of startups, and the desired destination for startup content. She is the co-creator and executive producer of three-part docuseries, Founding in Color — the story of eleven Black and Latino founders and their journey through entrepreneurship, currently streaming on Peacock. She currently serves as a member of the Forbes The Culture community, and has previously executed digital campaigns for Serena Williams’ HSN line Signature Statement, Ashley Graham, Lionsgate, The Grammy Awards, John Legend, and more.

**Long Bio:**

Aize Asowata is Senior Marketing Manager at Comcast NBCUniversal. In this role, she is establishing LIFT Labs as the expert in tech entrepreneurship, the champion of startups, and the desired destination for startup content.

Whether she’s promoting musicians, a motion picture, or promising startup companies, Aize always pours her heart and soul into every project. She is the co-creator and Executive Producer of three-part docuseries, Founding in Color — the story of Black and Latino founders and their journey through entrepreneurship. She currently serves as a member of the Forbes The Culture community, and has executed digital campaigns for Serena Williams’ HSN line Signature Statement, The Grammy Awards, 2 Chainz, John Legend, and more.

Aize’s extensive experience in advertising and media, specializing in social strategy, production and content creation also extends to her previous work serving as Content Strategist. Aize developed activations for companies such as Def Jam, Interactive One, SONY, Toyota, Lionsgate, CodeBlack Films, and many more.