**Aize Asowata** – Senior Marketing Manager

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Bio:

Aize Asowata is the Senior Marketing Manager at Comcast NBCUniversal, where she leads marketing strategy for LIFT Labs. LIFT Labs gives founders access to Comcast NBCUniversal’s network, insights, and resources to grow faster—while helping leaders across the business stay ahead of what’s next.

She is the co-creator and executive producer of the docuseries Founding in Color and Culture Capital, which explore the journeys of startup founders and the evolving relationship between venture capital and innovation.

With a strong background in content creation, digital media, and television production, Aize has developed campaigns for Serena Williams, John Legend, 2 Chainz, Toyota Music, Sirius XM, and more. She also served as the lead Content Strategist for Lionsgate’s theatrical release All Eyez On Me. Aize brings a creative, data-driven approach to every project—focused on strategy, storytelling, and results.