**Aize Asowata** – Senior Marketing Manager

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Bio:

**Aize Asowata** is an award-winning marketing leader and the Senior Marketing Manager at Comcast NBCUniversal LIFT Labs, where she leads marketing strategy. LIFT Labs connects strategically relevant startups from around the world with Comcast to explore partnerships that inform how they work and transform the products and experiences delivered to customers and employees. Through these collaborations, Aize helps surface emerging technologies and insights that inform the future of innovation across the enterprise.

With over a decade of experience at the intersection of content, culture, and commerce, Aize blends creative vision with data-driven strategy. She is the co-creator and executive producer of *Founding in Color* and *Culture Capital*, two acclaimed docuseries that amplify underrepresented founders and examine how venture capital, innovation, and culture converge.

A six-time Webby and Telly Award winner, Aize has developed high-impact campaigns for Serena Williams, John Legend, Toyota Music, and Lionsgate’s *All Eyez On Me*. Her work consistently champions inclusive narratives while driving measurable business outcomes.

Previously, she led digital strategy at Tynicka Battle Digital, supporting brands like Def Jam, Interactive One, and SONY. Her expertise spans go-to-market strategy, messaging, team leadership, and full-funnel digital campaigns—powering growth across both AI startups and enterprise teams.

From startup ecosystems to global stages, Aize continues to shape how innovation is seen, shared, and scaled.