

NEFERTARI

**EHS CLASS OF 2000,
WESTOVER SCHOOL 2004,
HOWARD UNIVERSITY 2008, WHARTON**

Nefertari Martin is currently the Global Insights Lead for Luxury Beauty within the Global Client and Agency Solutions (GCAS) organization at Google. In her role, she focuses on driving strategic impact with top global luxury brands through the use of Google and YouTube's robust data and how this data informs trends in the market. She has been with Google for 3 years with extensive prior experience in sales, business development, luxury retail and finance at large bracket firms. Additional expertise as a former CEO and Co-Founder of a beauty technology start-up leading go-to-market, marketing and finance. She holds a Bachelors in Accounting from Howard University (HU! You Know!) and an MBA, dual degree in Real Estate and Finance, from the Wharton School at the University of Pennsylvania.

As a native of Harlem, NY and an Afro-Latina woman, Nefertari is passionate about paying it forward to others from communities like hers through mentorship





and fellowship. Ask anyone who knows her, she takes it as a personal responsibility to be a bridge to help us all rise together. A former world-traveled professional dancer, Nefertari loves to partake in anything artistic (museums, classes, show houses, fashion) and she loves to travel. Since the pandemic has raged, Nefertari has focused on finding new hobbies, like equestrian sports, and on her personal values. Most importantly, meditation and the ability to manifest anything she desires have been tantamount to her success in life.

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