



**Jules Pieri**  
Founder and CEO, The Grommet



Jules Pieri is Co-Founder and CEO of the product launch platform The Grommet. The company's [Citizen Commerce™](#) movement is reshaping how consumer products get discovered, shared, and bought. Jules started her career as an industrial designer for technology companies and was subsequently a senior executive for large brands, such as Keds, Stride Rite, and Playskool. The Grommet is her third startup, following roles as VP at Design Continuum and President of Ziggs.com. She completed her undergraduate degree at the University of Michigan and people tell her she is the first designer to graduate from Harvard Business School, where she is currently an Entrepreneur in Residence. Jules was named one of Fortune's Most Powerful Women Entrepreneurs in 2013 and one of Goldman Sachs' 100 Most Interesting Entrepreneurs in 2014. She writes a personal blog at <http://www.jules.thegrommet.com>. She posts as @julespieri on [Twitter](#) and Instagram.

**Joanne Domeniconi**  
Co-Founder and Chief Discovery Officer, The Grommet



Joanne is Co-Founder and Chief Discovery Officer of the product launch platform The Grommet. She guides the discovery, storytelling and launch of brilliant, new to market products on the company's media rich platform giving product creators a place to tell their story and connect with people who believe in supporting innovation through their own consumer purchases. The Grommet calls this movement - [Citizen Commerce™](#). Joanne has extensive experience creating and launching consumer products and spent over 20 years at Stride Rite Corporation as Vice President of Product Development. She later served in various product development roles at Keds, the sneaker company, where she became the VP of Product Development. In June 2014, Joanne was invited to launch Grommet Wholesale at the [White House Maker Faire](#), connecting Makers with Main Street Retailers and was recently named a 2014 regional finalist for "Ernst & Young Entrepreneur of the Year." She has a degree in Retail Merchandising and Business from Simmons College and resides in Massachusetts.