As the Co-founder and CPO of Dude I Need A Truck, Sonya leads and manages UX, technology, product development, marketing and day to day operations. Dude is a technology based company that provides an online service that helps people move to a better place.  
  
Sonya has 19 years experience in the entertainment, startup and tech industries and has a passion for business strategy, data analysis, product development and branding. Having worked with companies such as Warner Bros and Disney, she has developed a sharp eye for developing strategically interactive experiences through compelling interactive design and storytelling. Her background with startups has allowed her to reverse-engineer experiences that increase revenue, customer conversion/retention and improved interaction.  
  
Prior, Sonya was the President of Mowie Media where she consults with startups and interactive agencies to strategically develop and design digital products. She has worked with a variety of brands such as Adobe, AT&T, Cisco, Harry Potter, TrueCar, iStockphoto, USC and more.

**Program book ver.**

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