Windy Kohl

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Windy Kohl is the Program Director for the Chief Strategy Officers Council at The Conference Board. She is a results-driven leader with a record of innovative leadership starting, scaling, and turning around tech-oriented businesses facing unusual complexity. A transformative executive with experience in the US, Asia Pacific, and European markets, Windy has led go-to-market, business model, and product innovation in public and private equity owned businesses in the insurtech, mobile technology, and Cloud-based software service industries. She is also known for building high engagement and performance across diverse teams, strengthening corporate governance, and fostering a culture of empowerment that drives businesses forward.

Her tenure as CEO of Asurion China from 2014 to 2022 was marked by a strategic overhaul that propelled the business to high growth and profitability. She revolutionized the way device warranties were sold in a fragmented market. Under her direction, Asurion China expanded its subscriber base significantly, established key partnerships, and navigated through the COVID-19 pandemic and geopolitical tensions with strategic exits. She transitioned to an advisory role till 2024. She served on the Hong Kong entity board.

Prior to Asurion, Windy had high-impact roles at Syniverse Technologies, a global provider of interoperability and connectivity services. Starting in 1997 (then part of GTE/Verizon), Windy launched the industry's first inter-standard roaming in the US, Japan and Europe. She led the Asia Pacific market entry and established Syniverse as a market leader by winning business with operators in China, Korea, Japan, India, Australia, and New Zealand, while building a sales organization across the region. After serving as Director, Product Management, and leading Strategy and Planning, Windy

returned to the Asia Pacific business as *Senior Vice President & Managing Director* in 2009. Under her leadership, the region grew by 40% CAGR and became a major source of innovation.

Windy is passionate about innovation, entrepreneurship, women's leadership, and cross-cultural effectiveness. She served as Executive Sponsor, Asurion Women's Initiative Network for several years. Since relocating to North Carolina in 2023, she is active in building the entrepreneurial ecosystem as a business and venture capital advisor and investor, as well as supporting women and educational non-profits as a board member.

Windy earned a MA in International Communication from American University and Bachelor's degrees in International Law and International Affairs & English from Foreign Affairs University in China. Windy is fluent in English and Mandarin, and conversational in French.