



NIANTIC

## Carla Li

Head of Product, Sponsorships

Niantic, Inc.

Kellee Santiago is Head of Product, Sponsorships, at Niantic, Inc. In this role, she leads the integration of businesses into AR and geo-based game experiences at Niantic, which has encouraged more than one billion players to go outside and discover new experiences through Pokémon GO, Harry Potter: Wizards Unite and other games.

Carla's team focuses on how businesses could leverage AR and geo-based gameplay to engage customers at mass scale, delight customers, and achieve business impact. Before Niantic, Carla led digital growth and transformation initiatives with Fortune 500 companies across retail, financial, IT and telco as a consultant at McKinsey. She is also experienced in emerging markets from years of working in China and India. Carla has a Masters of Science from MIT and graduated cum laude from Harvard University.