



Liya Sharif
Co-Founder, Cercle

Liya Sharif is a marketing and business executive, strategist, and inspiring leader with over 20 years of experience in all areas of marketing, communications and advertising. Most recently, Liya was vice president of marketing at Qualcomm, where she led brand, paid media, content, creative services and integrated marketing teams.

In her tenure at Qualcomm, she launched social media and content marketing programs, lead the largest rebrand in the company's history, helped build the leading consumer mobile processor brand and developed large-scale, award-winning advertising campaigns in support of the company's consumer and B2B brands.

Liya has been a frequent speaker on marketing, and has been featured in Ad Age, Ad Week, and other publications. Some of the awards for her work include the Telly for branded content, ANDY, Brave Brands, Clio best TV commercial, London International Award (LIA) silver and bronze for TV/Cinema Film and the Kelly for best print creative. She was named twice one of the 100 Women to Watch by Brand Innovators.

Prior to Qualcomm, Liya held diverse marketing leadership roles at startups, agency and mid-size companies.

Currently, Liya is a co-founder of the technology AI company, Cercle, that focuses on advancing healthcare for all women. She is guiding the company's operations and marketing strategies.

In addition, she is pursuing her master's degree in interior architecture and design from the Academy of Art University, San Francisco.

Formerly a professional Russian ballerina and dance educator, Liya brings her creativity and unconventional approaches to her leadership.