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Kalina Deng is Vice President, Office of the CEO at marketing technology firm Snipp Interactive, where she leads enterprise-wide strategic initiatives in core products, new ventures, and change management. Prior to Snipp, Kalina held leadership roles at Reckitt Benckiser, Tapestry, and XRC Labs. As a social scientist and mixed media artist, she has been published in peer-reviewed journals, international conference proceedings, and anthologies. Kalina is a proud alumna of Wellesley College, Parsons School of Design, and New York University Stern School of Business.