

# Betty Liu

**Former Executive Vice Chair**

New York Stock Exchange

**Former Board Member**

L'Occitane Group

Captivision



Betty Liu is an accomplished board director, entrepreneur, and former Fortune 500 executive with a distinguished career spanning media, financial services, and technology. Liu has held executive leadership roles, including Executive Vice Chair of the New York Stock Exchange (NYSE) and Chief Experience Officer at Intercontinental Exchange (NYSE: ICE). Known for her strategic vision and ability to drive innovation, Liu has successfully leveraged her skills to transform companies in traditional industries. She brings deep expertise as an operator, founder and board member to her work mentoring C-suite executives and senior leaders.

Liu most recently served on the board of global beauty leader, L'Occitane Group, where she supported its transition from public to private ownership and provided strategic oversight as a member of the Nomination & Governance, Remuneration and Sustainability Committees. She also served on the board of digital media glass innovator, Captivision (Nasdaq: CAPT), where she chaired the Compensation Committee and was a member of the Nomination & Governance Committee. Additionally, she has advised Twilio (NYSE: TWLO) and DDC Enterprise (NYSEAM: DDC) and serves on the boards of the Institute for Global Affairs and the U.S. Advisory Council for the Tent Partnership for Refugees.

During her tenure as Executive Vice Chair of the NYSE, Liu led efforts to modernize the exchange's brand, digital presence, and client engagement strategy, reinforcing its position as the premier global listing venue. Liu co-founded and led the NYSE Board Advisory Council, a groundbreaking initiative advancing diversity in the boardrooms amongst its NYSE-listed companies, with founding members including CEOs from Goldman Sachs, Procter & Gamble, Coca-Cola, and Slack. Liu also played a pivotal role in guiding over 25 landmark

IPOs, including Uber, Pinterest, and Tencent Music Entertainment. In addition to her role at the NYSE, Liu served on the board of the NYSE Group and was named ICE's Chief Experience Officer.

In addition, Liu founded D and Z Media Acquisition (NYSE: DNZ), a Special Purpose Acquisition Company, whose IPO raised nearly \$300 million. She also founded the ed-tech company Radiate, which secured two rounds of venture funding before being successfully acquired by ICE within 18 months in 2018.

Before transitioning to corporate leadership, Liu built a distinguished 25-year career as an award-winning journalist. As a leading anchor and editor-at-large at Bloomberg Television and Bloomberg Radio, she hosted the acclaimed morning program In the Loop and created signature franchises like Titans at the Table. She is also the author of two books, including Work Smarts: What CEOs Say You Need to Know to Get Ahead (Wiley, 2013).

Previously, Liu served as Atlanta Bureau Chief for the Financial Times, breaking major stories on U.S. corporations and political figures. She began her career at Dow Jones Newswires, where she became the youngest Taiwan Bureau Chief and received the Dow Jones Newswires Award for her coverage of the Asian financial crisis.

Born in Hong Kong, Liu earned a Bachelor of Arts in English from the University of Pennsylvania. She grew up with a deep appreciation for storytelling and the power of words—something that has shaped her career across journalism, business, and leadership. Committed to supporting the next generation of writers, Liu endowed a program at UPenn's Kelly Writers House to uplift emerging immigrant voices. She now lives in New Jersey, where she enjoys great conversations over afternoon tea and cheering on the Philadelphia Eagles with her family.