



Elizabeth Buchanan

Non-Executive Director

Elizabeth is Executive Director of Rokt, the market disrupting mar-tech innovator.

A proven tech and business executive with passion for transformation, she has spent 25 years in technology, marketing and advertising.

She is a builder of profitable businesses, happy teams and significant growth from early Yahoo! to self-built digital agency, to the largest media agency in the world. Elizabeth is a true digital native, having managed her first digital campaign in 1995.

She is passionate about using her skills for good, including via her board role with Vital Voices Global Partnership.