

# Rovina Broomfield



**Rovina Broomfield** is passionate about business strategy, entrepreneurship, and being an impactful leader. She is a Senior Product Manager leading a product development team within global marketing and advertising, responsible to build and launch sub-segment marketing experiences. For example, her team launched Amazon’s Textures & Hues, a shop for textured hair care in February 2018.

In addition to her primary role, Rovina is also president of Amazon’s Black Employee Network, which primarily serves to provide a support structure for Black employees and to champion diversity throughout the company. Throughout her 6+ year Amazon career, she has been a vendor manager in outdoor apparel and action sports, operations manager in home goods, and a product manager in the global Alexa Echo devices sales and marketing team.

Outside of work, Rovina enjoys playing basketball, listening to live music, and speaking to students of color and young adults about developing positive leadership habits and pushing through the constructs of the corporate world.

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