

# Julie Cordua

**Current headshot**

*Photo credit: Gabriel Diamond/Skoll Foundation*



**Longer Version:**

Julie Cordua is CEO of Thorn, a nonprofit tech organization and a 2019 TED Audacious grant winner with a goal to eliminate child sexual abuse material (CSAM) from the open web. Under Julie's leadership, Thorn has created products and programs that are deployed globally and have helped identify thousands of child victims of abuse. The company has forged key partnerships across the technology industry, the National Center for Missing

and Exploited Children, and law enforcement to turn data into insights that inform Thorn's solutions in the fight against child abuse.

The company's first commercial product, Safer, is the result of continuous collaboration across the child protection ecosystem to detect, remove, and report child sexual abuse imagery at scale. Safer has already enabled the removal of over one million images of child sexual abuse.

Technology and social change are Julie's passions. For nearly a decade, she has driven Thorn's unique model as an innovation-fueled nonprofit that brings collaborative, technology-led responses and systems-level approaches to combating online child sexual exploitation. Previously, she served as VP of Marketing/Communications at (RED) and helped establish the brand as one of the most successful cause marketing initiatives in history, working with a team to deliver more than \$160 million to fight AIDS in Africa. Prior to joining (RED), she spent nearly a decade in the wireless industry. Julie holds a B.A. in Communications from UCLA and an M.B.A. from Northwestern's Kellogg School of Management.

### **Shorter Version:**

Julie Cordua, CEO. Thorn

Julie helped create Thorn in 2012 as an organization focused on building technology to defend children from sexual abuse. Under Julie's leadership, Thorn has created products and programs that are deployed today in over 48 countries, have reached more than 3 million people and have helped identify thousands victims of abuse. Julie came to Thorn from (RED) where she was VP of Marketing/Communications and helped establish the brand as one of the most successful cause marketing initiatives in history, delivering more than \$160 million to fight AIDS in Africa. Prior to joining (RED), Julie spent nearly a decade in the wireless industry. Julie holds a B.A. in Communications from UCLA and an M.B.A. from Northwestern's Kellogg School of Management.