

SPEAKER & MEDIA ONE-SHEET · NASHVILLE, TENNESSEE

Briana Succop

Founder & CEO, Cookie (Cookie Family Management)
Mental load expert

Helping families manage less and live more.

ABOUT

Briana Succop is the Founder & CEO of Cookie, a tech platform that helps families see, share, and lighten the mental load. A Nashville-based working mother of three, she spent 20+ years in real estate private equity and investment management, with senior roles at AllianceBernstein, Harrison Street Real Estate Capital, and Kairos Investment Management, before bootstrapping Cookie.

SIGNATURE TALKS

01
The Invisible Mental Load
The work that wears parents out is the work nobody puts on a list.

02
Running Your Family Like a Business Without the Burnout
Owners, a calendar, and a plan, without importing office culture into the kitchen.

03
From $5 Billion in Private Equity to a Bootstrapped Tech Founder
She raised more than $5 billion for institutions, then bootstrapped a company for families.

04
Holiday & Back-to-School Mental Load Survival
When the calendar explodes, the mental load is heaviest. Help viewers can use that day.

20+ yrs	$5B+	2024	3
Real estate private equity & investment management	Raised in real estate capital over her career	GlobeSt. Woman of Influence	Children; a working mom in Nashville, TN

Board service: Sexual Assault Center

FORMATS

Keynote · Panel · Fireside chat · Workshop · Media interviews

Mapping the Mental Load *Presentation & workshop*
For employee resource groups, corporate partners, and parent communities. The group maps the work together: what has to be remembered, who is carrying it, and what can be shared.

Television, podcasts & talks · In studio in New York and Nashville · Remote broadcast · Central Time

BOOKING & MEDIA INQUIRIES

Book Briana for your stage, show, or team.

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