

About Parissa Behnia



Parissa Behnia is the Business Whisperer of [Sixense Strategy](#). She is the secret weapon that busy CEOs use when they are hungry to find new ways to win customers and beat back the competition.

Parissa is also a partner at 678 Partners, a firm offering strategic services to Family Offices.

Prior to that, she served as Vice President, Account Director at Wunderman DC, a relationship marketing agency.

She's recognized in the Chicago entrepreneurial community as an advisor and angel investor, with a particular heart for fellow female founders but a love of creative minds above all else.

Parissa is a mentor at Chicago's dynamic 1871 and mHUB innovation spaces. She is a frequent speaker on topics such as strategy, leadership, and entrepreneurship and is co-founder of ProductCamp Chicago.

She's also an active mentor and volunteer in cultural, civic, women's, education and business organizations and has served in numerous service leadership and non-profit board positions.

Parissa holds an BA from Northwestern University and MBA from NYU Stern School of Business.