

# Jana Straiton

Founder & CEO, Renegade Agency — branding & marketing for growing tech companies.  
Commentator on tech branding, positioning and AI.

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Jana Straiton is the founder of Renegade Agency, a branding and marketing partner to growing technology companies. Before Renegade, she led marketing at PayPal (Head of Marketing EMEA) and Adobe (Head of Marketing, DX EMEA), running launches and growth programmes across Payments, Lending, P2P, and enterprise Digital Experience.

She writes and speaks about why building tech products has never been easier — and why making them matter has never been harder.

## AT A GLANCE

<b>Role</b>	Founder & CEO, Renegade Agency
<b>Based</b>	London / NYC / Berlin / Paris
<b>Formats</b>	Podcast · Keynote · Panel · Op-ed
<b>Reply time</b>	Within 24 hours
<b>Past roles</b>	Head of Marketing EMEA, PayPal · Head of Marketing DX EMEA, Adobe
<b>Industries</b>	FinTech, SaaS, AI, Engineering, EdTech, Data

## SPEAKING TOPICS

- 01** AI is making tech products easier to build and harder to differentiate or care about.
- 02** The best tech products don't win if nobody understands why their brand matters.
- 03** When (and how) to rebrand a scale-up.
- 04** You can't out-feature competitors anymore. You have to out-narrative them.
- 05** Scale-ups should copy big tech selectively, not blindly.

## POINTS OF VIEW

**AI made technology easier to build & harder to care about.**

As products become faster to launch and easier to replicate, the real competitive advantage is giving people a reason to care.

**Why strong tech products struggle to explain their value.**

How complexity, internal language and weak positioning prevent great tech products from becoming an obvious customer choice.

**What startups should steal from big tech.**

What growing scale-ups should copy from PayPal and Adobe, and which parts of big tech they should avoid replicating at all costs.

# FULL BIOGRAPHY

Jana Straiton is the founder and CEO of Renegade Agency, an independent branding and marketing partner to growing technology companies. The agency helps founders and leadership teams sharpen positioning, build distinctive brands, and create the commercial foundations that turn strong products into category leaders.

Before Renegade, Jana spent more than a decade inside some of the most recognisable names in tech. At PayPal, she was Head of Marketing EMEA, leading regional teams, product launches and growth programmes across Payments, Lending, P2P and international money transfers in Europe and Australia. At Adobe, as Head of Marketing for Digital Experience EMEA, she ran enterprise marketing across the region, driving pipeline growth across some of Adobe's largest strategic accounts.

That combination — Big Tech operating experience paired with hands-on agency leadership — is the lens she brings to her commentary. Jana writes and speaks about technology branding, positioning, AI trends, and why so many strong tech products struggle to explain their value and win customers. She has spoken at the FinTech Fringe, Barclays Rise, the University of Oxford and on industry podcasts including Vistatalks.

## SHORT BIO (50 WORDS)

Jana Straiton is the founder of Renegade Agency, a branding and marketing partner to growing technology companies. A former Head of Marketing EMEA at PayPal and Adobe, she writes and speaks about tech branding, positioning and why so many strong products struggle to win customers.

## PULL QUOTES

*“Building tech is easier than ever. Making it matter is not.”*

*“AI has made creating tech products easier. It has not made creating meaning easier.”*

*“You can't out-feature competitors anymore. You have to out-narrative them.”*

## BOOKING & CONTACT

**Press & booking**    [media@janastraiton.com](mailto:media@janastraiton.com)

**LinkedIn**    [linkedin.com/in/jana-straiton](https://www.linkedin.com/in/jana-straiton)

**Agency**    [renegade.agency](https://renegade.agency)

**Reply time**    Within 24 hours