



Small Businesses Strengthening Local Economies

**2020 Digital Conference Guide**Day 5 & 6

#RevitalizeMainStreet

# Welcome! 2020 **DIGITAL**CONFERENCE

### How to Access the VIP Experience

You will receive a link via email to sign up for a Hopin account, AEO's official virtual conference platform. Once you have created your account, use your login to access the conference platform. Through the platform, you'll have access to exclusive features like networking through robust chat features, polling, submission of Q&A, and a virtual happy hour, along with amazing giveaways.

Access Hopin here

### How to Engage on Social Media



Join the conversation by tweeting us at @aeoworks and using the hashtag **#RevitalizeMainStreet**. We will also post recaps on the official AEO Facebook and LinkedIn pages.



### Need Help?

For technical assistance or general support, please contact the conference concierge and help desk at <a href="mailto:aeoconference@aeoworks.org">aeoconference@aeoworks.org</a> or give us at 301-348-5260.

### **Quick Access**

03

**Sponsors** 

04

Day 5 Schedule

Day 6 Schedule

10 Speaker Bios





Small Businesses Strengthening Local Economies

### THANK YOU TO OUR SPONSORS

### Flagship Sponsor



### **Presenting Sponsors**









### **Premiere Sponsor**

JPMORGAN CHASE & CO.

### **Market Partners**







### **Ecosystem Supporters**





### **Friends of AEO**











### Day 5 Description



Philanthropy: Show Me the Money

Looking for new approaches that will have funders showing you the money? You will want to join this segment. For many nonprofits, the COVID-19 crisis is exacerbating weaknesses, leaving them with no choice but to reexamine their business model. Most nonprofits rely on philanthropy and philanthropy doesn't usually move fast. If you ever heard of the color theory, you know that color is more than what meets the eye. The same can be said about philanthropy. This robust segment will explore how the philanthropy and social investment (impact investing) sectors are responding to the pandemic, and share how nonprofit leaders can be strategic and innovative to garner the financial resources they need to actualize their various missions. Join us as we launch this segment with a talk called, What Now Philanthropy? Stay tuned for the entire segment that features a panel of grant makers who will discuss The Color of Philanthropy: Grantmaking, followed by a panel of investors titled, The Color of Philanthropy: Impact Investing. The segment will conclude with a powerful fire side chat with Kathryn Finney and Soledad O'Brien on Creating Systems Change through Innovation and Investment in Entrepreneurship.

### DAY 5: WEDNESDAY, JUNE 17TH 9AM - 12PM EST

## Philanthropy: Show Me the Money

# Wednesday At-A-Glance

What Now Philanthropy? (15 min)



**Susan Taylor Batten** President & CEO Association of Black Foundation Executives







#RevitalizeMainStreet

### **Panel 1 | The Color of Philanthropy: Grantmaking** (50 min)



Mekaelia Davis Director of the Inclusive Economies Program Surdna Foundation



**Jamie Sears** Head of Community Affairs & Corporate Responsibility **UBS** Americas



**Tyler Nickerson** First Vice President Amalgamated Bank



**Otis Rolley** Senior Vice President, U.S. Equity and **Economic Opportunity Initiative** The Rockefeller Foundation

# Panel 2 | The Color of Philanthropy: Impact Investing (50 min)



Demetric Duckett
Managing Director
Living Cities



Christal Jackson
Founder
Mosaic Genius



**Aron Betru**Managing Director, Center for Financial Markets
Milken Institute



**Stephanie Gripne**Chief Executive Officer
Impact Finance Center



Timothy Freundlich
Founder & Executive Director, Strategic Development
ImpactAssets

# Fireside Chat | Creating Systems Change through Innovation and Investment in Entrepreneurship (35 min)



**Soledad O'Brien** Award-Winning Journalist



**Kathryn Finney**Author and 3x Startup Founder



# Day 6 Description



Black Business: Restart, Recovery, and Renewal

COVID-19 disproportionately impacts Black communities and will impose an additional burden on Black-owned businesses, which already deal with a vicious cycle of structural barriers and disadvantages. AEO's report, The Tapestry of Black Business Ownership in America, shows that the interlinkage of the racial wealth gap, the credit gap, and the trust gap act like kryptonite in keeping Black-owned businesses from reaching their potential. Join us in this session as we explore What's Happening to Black Businesses NOW! A diverse cross-section of leaders from across the country will discuss Bold Actions to Rescue Black Business Owners and a panel will share what we are learning from six cities across the country that are focused on serving Black businesses in a wide ranging discussion among Business Voices from the Tapestry Action Lab.



# DAY 6: THURSDAY, JUNE 18TH 1 - 4 PM EST

Black Business: Restart, Recovery, and Renewal

Panel 1 | What's Happening to Black Business NOW! (40 min)



Dedrick Asante-Muhammad Chief of Race, Wealth and Community National Community Reinvestment Coalition



**Regina Heyward**SVP and Head of Supplier Diversity
Wells Fargo



Rodney Foxworth
Chief Executive Officer
Common Future



**Duwain Pinder** Associate Partner McKinsey & Company

### Panel 2 | Bold Actions to Rescue Black Business Owners (45 min)



Tracey Jarmon Chief of Staff CapEQ



Stefanie A. Thomas Investments Impact America Fund



**Travis Holoway**Chief Executive Officer
SoLo Funds



**Kelly Burton**Founder
Founders of Color



Akunna Cook
Principal - Drake Road Strategies
Senior Fellow - Third Way

# Panel 3 | Business Voices from the Tapestry Action Lab (60 min)



Janelle Williams
Senior Adviser
Federal Reserve Bank of Atlanta



Jeanne Wardford
Program Officer
W. K. Kellogg Foundation



Hyacinth Vassell
VP of Innovation Engineering
Association for Enterprise Opportunity



**Brian Burnett**Founder/CEO
Glenwood South Tailor + Alterations



**Sam Ndely**Former Business Consultant
MEDA



**Eric Childs**Owner
Archived Expressions and Mind's Eye Comics

# Speaker Biographies

### **Dedrick Asante-Muhammad**

Chief of Race, Wealth and Community
National Community Reinvestment Coalition

Dedrick Asante-Muhammad is Chief of Race, Wealth and Community at the National Community Reinvestment Coalition (NCRC). He oversees NCRC's Fair Housing, Fair Lending and Small Business programs. Dedrick is known for his racial economic inequality analysis particularly as it relates to the racial wealth divide.

Dedrick comes from Prosperity Now where he was Senior Fellow and founder of the Racial Wealth Divide Initiative. Before Prosperity Now, Dedrick worked for the NAACP, where he was the Senior Director of the Economic Department and Executive Director of the Financial Freedom Center. Dedrick has also worked for Reverend Al Sharpton's National Action Network and the Institute for Policy Studies.

### **Susan Taylor Batten**

President & CEO

Association of Black Foundation Executives

Susan Taylor Batten is president and chief executive officer of ABFE: A Philanthropic Partnership for Black Communities. ABFE (established in 1971 as the Association of Black Foundation Executives) is a membership- based philanthropic organization that advocates for responsive and transformative investments in Black communities. Since joining ABFE in 2009, Batten has led the organization's philanthropic advising and programming on responsive philanthropy in Black communities for foundation leaders, donors and aligned partners.

Batten came to ABFE after more than 25 years of leadership experience in both the private and public sectors. Prior to joining ABFE, Batten served as senior associate with the Annie E. Casey Foundation, a grantmaking institution focused on child welfare. In this role, she served as staff in the Community Change Initiatives Unit and coordinated a portfolio on equity, diversity and inclusion. In the public sector, Batten worked as a senior analyst for the U.S. Department of Agriculture where she directed research and evaluation on food assistance programs; she also served in the Government of the District of Columbia as an analyst on initiatives supporting children, youth and families.

Batten currently serves on the board at the United Philanthropy Forum and the Schott Foundation for Public Education, and is an adjunct lecturer at the Valdry Center for Philanthropy at Southern University. She received her master's degree in social work from Howard University and her bachelor's degree in English and political science from Fisk University.

### **Aron Betru**

Managing Director, Center for Financial Markets
Milken Institute

Aron Betru, Managing Director of the Center for Financial Markets at the Milken Institute, with more than 20 years of experience, leads the Center's Access to Capital and strategic innovative financing initiatives to enhance social impact, both in the U.S. and in developing countries. Mr. Betru also leads the Institute's work on

Opportunity Zones and Qualified Opportunity Funds. Mr. Betru was a member of the steering group for the Blended Finance TaskForce launched by the Business & Sustainable Development Commission as well as Co-Chaired the Partnership for Lending in Underserved Markets, a joint initiative with the U.S. Small Business Administration.

Prior to the Milken Institute, Mr. Betru was the Co-Founder and Chief Executive Officer at Financing For Development, specializing in innovative financing solutions for international development; Mr. Betru pioneered new ways of leveraging guarantee-backed financing of public health commodities, mobilizing millions of dollars in both commercial lending for malaria and trade financing for reproductive health. Mr. Betru's extensive experience includes international development roles at the United Nations Foundation, TechnoServe and Dalberg Global Development Advisors as well as private sector experience at McKinsey & Co. and Goldman Sachs.

Mr. Betru is also a term member of the Council on Foreign Relations and a regular contributor to the Global Health and Diplomacy magazine writing on innovative finance in public health as well as a contributor to the global dialogue on pandemic financing with speaking engagements at the National Academy of Sciences and Voice of America Interviews. Mr. Betru is a member of the Board of Directors for Calvert Impact Capital and FHI Foundation. He holds an MBA from Columbia University, an MA from Johns Hopkins SAIS, and a BA in Economics and International Studies from Northwestern University.

### **Brian Burnett**

Founder/CEO

Glenwood South Tailor + Alterations

Brian Burnett is the Founder of Glenwood South Tailors + Alterations. GSTA team has grown by 30% since inception and serves busy Triangle professionals/executives that value a trusted advisor regarding their tailoring, alterations, and bespoke needs. He is also Co-Founder of Burnett Development, a budding affordable housing and commercial asset firm.

Brian received his Bachelor of Arts in Communications from the University of North Carolina at Chapel Hill, 2013.

While touring Europe, Brian explored the bespoke tailoring trade. Specifically Savile Row, Jermyn St, Piccadilly Circus and various highstreet shops in London peaked his curiosity regarding sartorial tailoring. This culture and the personalized nature of how tailors carried on with clients and their lives was a vastly different experience compared to what he was accustomed to for over 10 years back in the US. However, the couture inspired streetwear culture of the Champs-Elysees district, Florence's Ponte Vecchio area and Rome's luxury tailoring houses planted the seeds of what would become a true bespoke sartorial obsession. The combination of foundational clothier training at Nordstrom combined with luxury menswear "people watching" of European silhouettes created an appetite for an obsession with fit and symmetry. Upon his return, he joined the SaaS industry for companies such as Bronto Software and iciBlueAcorn, but this passion for tailoring remained.

While in the tech space, Brian gathered deeper digital insights regarding the trending shift of consumer behaviors presented by e-commerce and the market gaps it created.

With this knowledge and a love for people, Brian launched GSTA in 2015 on his lunch break at his last SaaS company, just 4 months before he was laid off. Funded by his \$4k commission and one seamstress, to date, the GSTA team has leveraged Brian's love for sartorial tailoring, relationship based service, C-Suite experience, and world class customer experience. North of 5k clients to date, Brian leads the Triangle's first luxury tailoring house infused with a mobile-focused infrastructure and fueled by a team of 18 local artisans, tailors, and stylists for a true end-to-end solution for today's busy professional.

Brian's personal clientele includes Triangle leaders such as Mr and Mrs. Gregg Lowe (CREE), Scot Wingo (Get Spiffy), Brooks Bell (BrooksBell), Steve De May (Duke Energy), Gordon Grubb (Grubb Ventures), Zach Maurides (TeamWorks), NC Governor Roy Cooper, and various other CEOs. Brian and his team's mission is to continue to provide a personalized and consultative wardrobing approach to North Carolina's executives and professionals as they drive our global economy from the best city in the South East.

### **Kelly Burton**

Founder

Founders of Color

Political scientist, serial entrepreneur, change agent and social critic. Kelly Burton is a modern-day renaissance woman who leads with passion, purpose and vision. She is the founder of Nexus Research Group, a social impact firm that works with foundations and large-scale non-profits to help them catalyze change in local communities.

Her newest venture is Founders of Color (FOC), a digital platform committed to helping minority entrepreneurs grow and scale their businesses. Today, FOC has more than 4K users in 40+ states, with members ranging from early stage tech startups to multi-million dollar companies.

In addition to her entrepreneurial endeavors, she's been a regular contributor for HuffPost and currently serves on the Advisory Board for SXSW Pitch. Kelly has two hard-earned degrees, a BA from Clark Atlanta University and a PhD from Emory University, both in Political Science.

### **Eric Childs**

Owner

Archived Expressions and Mind's Eye Comics

Childs is the owner of Archived Expressions, LLC, and Mind's Eye Comics. A Minnesota implant since 91' originally from KCMO. Actively participating and developing in commerce for 22 years.

### **Akunna Cook**

Principal - Drake Road Strategies
Senior Fellow - Third Way

Akunna Cook is an accomplished diplomat, policy advocate, and attorney. She is the Founder and Principal Consultant at Drake Road Strategies where she advises individuals and organizations on public policy strategy and advocacy. She is a non-resident senior fellow at Third Way, a public policy think tank. Previously, Akunna served as the founding executive director of the Black Economic Alliance, a non-partisan organization focused on driving economic progress in the Black community through policy development, advocacy, and supporting candidates for office. Akunna also practiced law at Covington & Burling LLP, where she advised former Attorney General Eric Holder on all aspects of his role as Chairman of the National Democratic Redistricting Committee. Akunna also advised a variety of clients on public policy, government affairs, and corporate governance.

Before practicing law, Ms. Cook served for almost ten years as a career diplomat with the Department of State where she focused on economic and political development.

Akunna served overseas in China, South Africa, and Iraq where she advised U.S. companies on trade, investment, and political risk. In Washington, Akunna served as Special Assistant to the Deputy Secretary of State responsible for African affairs, multilateral engagement, management, and legal issues. Akunna received her law degree from the Yale Law School and a master's degree in public policy from the Harvard Kennedy School of Government. She is also a summa cum laude and Phi Beta Kappa graduate of Howard University where she earned a bachelor's degree in economics and business administration. Akunna is a term member of the Council on Foreign Relations and a member of the Washington, D.C. bar.

### **Mekaelia Davis**

Director of the Inclusive Economies Program
Surdna Foundation

Mekaelia Davis is the Director of the Inclusive Economies program at the Surdna Foundation, overseeing a \$9.2 million grantmaking portfolio funding interventions in entrepreneurship and economic development policy. Before joining Surdna, Mekaelia was a Director of Corporate Giving at Prudential Financial where she managed over \$10 million in national and place-based grants in economic and community development and corporate engagement. She has spent nearly fifteen years at the intersection of public and private systems to drive social and economic opportunities for communities across the United States. Mekaelia has managed several high-impact portfolios with roles at the Aspen Institute and the Annie E. Casey Foundation. She has been selected for competitive fellowships including PLACES with the Funders Network for Smart Growth, and the Leadership Institute at the Center for American Progress. Mekaelia received a B.A. in Political Science

from Hunter College of the City University of New York and earned a Master of Public Administration from Baruch College, as a National Urban Fellow. She lives in Brooklyn, NY with her dog Sheba.

### **Demetric Duckett**

Managing Director
Living Cities

Demetric Duckett joined Living Cities in July 2016 as Associate Director of Capital Innovation. He is a thought-leader in the domestic impact investing field, accelerating the adoption of innovative financing for the benefit of low-income people and the communities in which they live. He also supports Living Cities' programmatic priorities, including the Integration Initiative and Blended Catalyst Fund.

Prior to joining Living Cities, Demetric was Senior Vice President of Business Innovation and Resource Development for TruFund Financial Services, a CDFI based in New York City. At TruFund, he directed national business growth strategy, developed and oversaw strategic partnerships, and elaborated new lending programs and product opportunities.

Prior to TruFund, he was Vice President for Capital Access Programs at Carver Federal Savings Bank in Harlem where he developed industry-leading M/W/BE capital access programs, Vice President of Community Development at Bank of America where he worked closely with nonprofit and government entities to promote economic and community development in underserved neighborhoods in Manhattan and Brooklyn, and Vice President and Global Relationship Manager

in the Multinational Lending Division at BankBoston where he managed a \$2 billion global credit portfolio spanning 16 countries. He began his finance career as a Senior Credit Analyst at PNCBank in Pittsburgh, PA.

### **Kathryn Finney**

Author and 3x Startup Founder

Kathryn Finney is an author and the founder of digitalundivided (DID), a social enterprise that uses data (and heart) to create systems change through innovation and entrepreneurship. An Echoing Green, French-American, and Eisenhower Fellow, Kathryn started digitalundivided after selling her company, TBF GROUP, one of the first influencer media companies.

A White House Champion of Change and a past member of the National Advisory Council on Innovation and Entrepreneurship (NACIE) appointed by the Obama Administration, Kathryn founded the first venture capital fund focused on Black and Latinx women founders. Since 2013, DID has impacted thousands of people and helped raise over \$100 million in investments.

Trained as an epidemiologist at Yale University, Kathryn's pioneering research, "#ProjectDiane", drew widespread buzz for disrupting the dialogue around women of color and tech entrepreneurship. The findings from #ProjectDiane put a unique spotlight on the problem of inclusion in the innovation space, leading digitalundivided to develop a "first of its kind" solution. digitalundivided's BIG Incubator is the only space and program dedicated to the growth of high-growth tech businesses founded by Black and Latinx women.

Kathryn has received numerous honors and awards including, the Grace Hopper ABIE award, Working Mother's "50 Most Powerful Mothers", ROOT100 List (4 years in a row), Marie Claire's 10 Women to Watch, Entrepreneurs Magazine's "Woman to Watch", Ebony Power 100, Black Enterprise "40 under 40" list, and was inducted into Spelman College's "Game Changers Academy."

Kathryn was honored by the Borough of Manhattan with the "Kathryn Finney Appreciation Day". In 2017, Kathryn received an Honorary Doctorate from Mount Holyoke College and inducted into the African-American Alumni Hall of Fame at Rutgers University.

### **Rodney Foxworth**

Chief Executive Officer

Common Future

Rodney Foxworth is Executive Director of BALLE (Business Alliance for Local Living Economies), a North American network of visionary leaders working at the forefront of economic change and transformation. Previously, he was CEO and Founder of Invested Impact, a consulting firm focused on economic development, philanthropy, and social innovation, and co-founder and Strategy Advisor of Impact Hub Baltimore. Prior to founding Invested Impact, Rodney worked as community manager at BMe, a national network of black male leaders and entrepreneurs. As community manager, he led grantee outreach and selection across three cities and managed key stakeholder relationships in business, philanthropy, and media. Before his role at BMe, Rodney served as program manager at Job Opportunities Task

Force, a policy advocacy and workforce development organization. Additionally, he has been a consultant to the Annie E. Casey Foundation, Calvert Impact Capital, and the John S. and James L. Knight Foundation, among others. Rodney is a BALLE Fellow, Next City Vanguard, and Baltimore Business Journal "40 under 40" honoree. He is featured in the Washington Post best-seller, "Reach: 40 Black Men Speak on Living, Leading, and Succeeding."

### **Timothy Freundlich**

Founder & Executive Director, Strategic Development ImpactAssets

Tim is an innovator of financial instruments for impact investing. Over nearly the last 20+ years, he served 12 at Calvert Impact Capital (http://www.calvertimpactcapital. org), helping to build the \$500+ million Calvert Community Investment Note (more than \$1 billion cumulatively invested into hundreds of nonprofits and for profits globally). While there he conceived of and launched the prototype of the ImpactAssets Donor Advised Fund – now a \$1B+ impact investment-based DAF that was spun out as ImpactAssets in 2010 (http://www.impactassets.org), which he founded and serves as executive director, strategic development. Additionally, he co-founded Good Capital (http://www.goodcap.net), the General Partner of the Social Enterprise Expansion Fund LP and the SOCAP Conferences. He received a BA from Wesleyan University with a major in Film, an Executive MBA from the University of San Francisco, and lives in San Francisco's Mission District with his partner in life Julie, and sons, Milo and Gus (and a small dog named Russell).

### **Stephanie Gripne** Chief Exective Officer

Impact Finance Center

As Founder and CEO of Impact Finance Center, Stephanie is the creative force behind the National Impact Investing Marketplace with a goal to catalyze \$1 Trillion in investment capital into social ventures by replicating and scaling infrastructure that was piloted in Colorado. By providing nonconflicted education, Impact Finance Center identifies, educates, and activates individuals and organizations who want to become impact investors and develops community infrastructures such as Impact Days (an impact investing marketplace), Impact Investing Institute, Who's Who in Financial Innovation & Impact Investing (regional directory), Impact Investing Giving Circles (investor accelerators), and Impact Investor Collectives (investor clubs). The three-year pilot CO Impact Days has resulted in over 70 new impact investors, sourced over 550 social ventures, and catalyzed over 260 direct impact investments totaling \$260M to date. Stephanie's vision is driven by over 20 years of combined experience as an applied academic, investor, and practitioner at University of Colorado Real Estate Foundation and Center, the \$100 million Eco Products Fund, The Nature Conservancy, USDA Forest Service, DOE Oak Ridge National Laboratory, the Journal of Wildlife Management, and several universities. She received her Ph.D. from the Boone and Crockett Wildlife Conservation Program at the University of Montana, and has a B.S. in Biology & Wildlife Management from the University of Wisconsin at Stevens Point and an M.S. in Ecology from Utah State University. Stephanie serves in a variety of other roles: State of Colorado Employee Ownership Commission; Visiting Scholar at the Tishman Environment and Design Center at The New School in New York City; Virginia Tech Center for Leadership in Global Sustainability Associate; Aspen Institute Environment Forum Scholar; Boone & Denver Foundation Impact Investing Committee Member; Environmental Leadership Senior Fellow; Property and Environment Research Center Fellow; Ford Foundation Community Forestry Fellow; Boone and Crockett Professional Member; LegacyWorks Group Board Member; International Women's Forum - Women's Forum of Colorado Member and Trustee Emeritus; Realize Impact Investment Committee Member; Integrated Capital Institute Advisor; Full Spectrum Capital Partners Principal; and Net Impact's Innovator in Residence.

### **Regina Heyward**

**SVP** and Head of Supplier Diversity Wells Fargo

Regina O. Heyward is senior vice president and head of Supplier Diversity for Wells Fargo. With more than two decades of multi-industry global supply chain and supplier diversity strategy experience, she is responsible for developing and engaging certified diverse suppliers to integrate them into Wells Fargo's sourcing and procurement processes. Regina joined Wells Fargo in 2014.

Throughout her career, Regina has been known for developing high impact supplier diversity programs and leading strategic supply chain initiatives in North America, Asia, Latin America and Europe. Prior to her current role, she served as the director of enterprise supplier management for Capital One, a role in which she led the supplier diversity team and was responsible for corporate real estate category sourcing. Prior to that role, Regina served as the director of global supply chain compliance at MeadWestvaco, where she implemented a supplier diversity program

and was responsible for global supplier risk management.

Currently, she serves as a board member for Disability:IN (Vice Chair) and the U.S. Hispanic Chamber of Commerce. She provides leadership insights as a member of the Institute for Supply Management's (ISM) Ethical Standards Committee and Nominating Committee. She also serves on the Charlotte Chamber of Commerce Board of Advisors.

Regina has been featured three times by DiversityPlus as one of the "Top 25 Women in Power Impacting Diversity," and has received numerous other recognitions for her leadership in diversity, including honors from Minority Business News and DiversityInc.

Regina, a native of Thomasville, Georgia, is a Summa Cum Laude graduate of North Carolina A&T State University and earned her J.D. from North Carolina Central School of Law.

### **Travis Holoway**

Chief Executive Officer

SoLo Funds

Travis Holoway is the Co-Founder and CEO of SoLo Funds, a mobile lending exchange that connects lenders and borrowers for the purpose of providing more affordable access to loans under \$1,000. SoLo was created to disintermediate the predatory payday lending system. Today, SoLo is one of the fastest-growing fintech companies in the country. Prior to founding his company, Travis built his career in

the financial services industry as a financial advisor. Travis has been quoted and featured in various publications and websites, including Forbes, CNBC, American Banker, Black Enterprise, PYMNTS, and the LA Business Journal. Travis currently resides in Los Angeles, CA.

### **Christal Jackson**

Founder

Mosaic Genius

For nearly two decades, Christal M. Jackson has had a fulfilling career serving in the social impact sector.

She is the founder of Head and Heart Philanthropy (HHP), a social impact agency focused on improving social, economic and educational outcomes for communities of color. Recently, she was recognized by Essence Magazine for her ability to convene and curate the best and brightest in this sector. Christal attributes her success to having been groomed for leadership by the church – from serving as an intern with the Children's Defense Fund to creating a marketplace for multi-million dollar initiatives focused on solving complicated social issues.

Nearly ten years ago, she became an entrepreneur by launching Jackson and Associates Group, LLC, a boutique fund development and branding firm focused on serving the philanthropic needs of socially conscious individuals and community organizations. This venture was the launching pad to her working with some of the biggest names in sports, politics and entertainment.

Christal is one of EBONY magazine's Future 30 Leaders of America. Her work in the social impact sector has garnered numerous awards and recognition. She is the author of Women of Color Pray: Voices of Strength, Faith, Healing, Hope, and Courage,

and serves on multiple boards including Harlem Tech Fund, Motown Museum National Leadership Council, Generation USA and the Africa America Institute.

Christal holds a dual degree in Psychology and Religion from Spelman and a Masters of Theological Studies from Duke.

### **Tracey Jarmon**

Chief of Staff

CapEQ

Tracey Jarmon is Chief of Staff of CapEQ, a firm that partners with enterprises to align business and community goals for impact. Tracey is a strategist, project manager and facilitator with a focus on strengthening leaders and organizations to effectively achieve results. Prior to joining CapEQ, Tracey built her career in a variety of strategic operations roles at philanthropic and nonprofit organizations including Calvert Impact Assets, Greater Washington Community Foundation, and Living Cities. Tracey received a Master of Business Administration from Howard University with a concentration in Supply Chain Management and a Bachelor of Arts in Linguistics from Georgetown University. In her spare time, Tracey loves taking road trips, reading, and hosting board game parties.

### Sam Ndely

Former Business Consultant MFDA

Born and raised in Minneapolis, MN, and a proud Alum of the University of Minnesota, Twin-Cities, Samuel graduated from the School of Journalism with a Degree in Strategic Communications with a focus of Advertising & Public Relations in 2012.

Professionally, he has worked as a Business Consultant for Meda since 2017. At Meda, Samuel focuses on working with entrepreneurs of color to help them grow their business by connecting them to a number of resources, access to capital, educational and networking opportunities, and more! Outside of his work at Meda, Samuel is the Co-Founder for Graveti, an organization focused on helping people of color break into the Tech startup industry in Minnesota. He also serves as a Board Member for the Minnesota Black Chamber of Commerce, Transcend IT, and the Forge North Leadership Council.

In the community, Samuel is a 2017 Josie R. Johnson Leadership Academy Fellow through the African American Leadership Forum. He currently serves on the Alumni Advisory Committee for the Leadership Academy. Additionally, he is a proud member of Phi Beta Sigma Fraternity, Inc. Initiated in Spring 2009, Samuel has served in many leadership roles over the years, most recently as Minnesota State Director from 2014-2018 and current Chapter President for 2020-2022.

### **Tyler Nickerson**

First Vice President

Amalgamated Bank

Tyler Nickerson is First Vice President at Amalgamated Bank where he leads the bank's brand, public relations, public policy, corporate social responsibility, and thought leadership strategies. Tyler also serves as the Senior Director of Programs at the Amalgamated Charitable Foundation. Previously, he led the commercial banking strategy for its foundation and family office clients.

Formerly, Tyler served as the director of investments and state strategy at The Solutions Project, a philanthropic and cultural campaigning initiative sparked by Leonard DiCaprio, Mark Ruffalo, and others accelerating the transition towards 100% clean energy for 100% of people. Tyler led the development of Solutions Project's award-winning grantmaking strategy, which invested nearly \$4M nationally and helped break the mold for moving more money to social movements.

Prior to joining The Solutions Project, Tyler served as a program manager at the Dyer-Ives Foundation and as founder & CEO of Motu Communications, which supported clients in public affairs, program design, and evaluation. He has also led a community-based organization responding to the Foreclosure Crisis, successfully advocated for stronger state housing policies, and consulted on more than two-dozen electoral campaigns. Tyler's work featured in media outlets such as The New York Times, The Guardian, CNN, Forbes, Associated Press, NPR, Inside Philanthropy, and more. He is a regular contributor to the Chronicle of Philanthropy.

Tyler holds a Bachelor's Degree with honors from Grand Valley State University and a Master's Degree in Public Administration from Pennsylvania State University. He serves on the Andrew Goodman Foundation's Associate Board and the Board of Directors for the Atlanta Wealth Building Initiative. In 2017, Tyler and his team were given an Impact Award from the National Committee for Responsive Philanthropy. Tyler is also the co-founder of City Built Brewing in Grand Rapids, Michigan.

### Soledad O'Brien

Award-Winning Journalist

Soledad O'Brien is an award-winning journalist, speaker, author and philanthropist who anchors and produces the Hearst Television political magazine program "Matter of Fact with Soledad O'Brien."

O'Brien, founder and CEO of Soledad O'Brien Productions, also reports for HBO Real Sports, the PBS NewsHour, WebMD and has authored two books. She has appeared on networks, Fox and Oxygen and anchored and reported for NBC, MSNBC and CNN. She has won numerous awards, including three Emmys, the George Peabody award, an Alfred I DuPont prize and the Gracie. Newsweek Magazine named her one of the "15 People Who Make America Great." With her husband, she is founder of the PowHERful Foundation that helps young women get to and through college.

### **Duwain Pinder**

Associate Partner
McKinsey & Company

Duwain Pinder is an Associate Partner in McKinsey's New Jersey office. Over his tenure at McKinsey, Duwain has served several higher education and state/ local government clients, helping them identify opportunities for performance improvement and transform their organization and operations to accelerate towards their goals. He is also a leader of the Black Economic Forum event that is hosted by McKinsey, the Executive Leadership Council, and Boule. Duwain led research on racial disparities in wealth and the impacts of automation. He is the co-author the recent McKinsey reports entitled "COVID-19: Investing in black lives and livelihoods," "The economic impact of closing the racial wealth gap," and "The future of work in black America."

Prior to joining McKinsey, Duwain worked for Teach For America as the Director of Growth, Development and Partnerships where he helped launch two Teach For America offices (one in Cleveland, one in Cincinnati). Duwain has a B.S. in Finance from Case Western Reserve University. He also earned both an M.B.A. and an M.P.P. in Business and Government Policy from Harvard University. Outside of work, Duwain enjoys traveling with his wife and volunteering at his church.

### **Otis Rolley**

Senior Vice President, U.S. Equity and Economic Opportunity Initiative
The Rockefeller Foundation

Otis Rolley joined The Rockefeller Foundation in 2019. Immediately prior to joining the Foundation, Otis served as a North America Managing Director for 100 Resilient Cities, an initiative of the Foundation. There he provided urban resilience technical assistance and portfolio management for 29 cities throughout the U.S. and Canada. Prior to his work at 100RC, Otis served as CEO of Newark, New Jersey's economic development corporation.

A true urbanist, Otis's career has been dedicated toward advancing economic and community development in cities, leading organizations in the for-profit and non-profit private sectors. His 20 years of experience also includes serving in various leadership positions in the public sector. He has held cabinet roles with 5 different mayors in three large U.S. cities. He has been a chief of staff managing a \$2 billion budget; city planning director for America's largest independent city; and he has served as the first deputy housing commissioner for the 5th largest public housing and community development agency in the U.S.

Otis has a Masters in City Planning from the Massachusetts Institute of Technology and graduated with honors with a Bachelor of Arts degree from Rutgers University.

### **Jamie Sears**

Head of Community Affairs & Corporate Responsibility UBS Americas

Jamie Sears is Head of Community Affairs & Corporate Responsibility, UBS Americas and leads the team that drives social impact through grant making, strategic partnerships, stakeholder engagement, employee volunteering and giving programs for more than 20,000 colleagues in the region. She was the architect of the firm's corporate philanthropy strategy and oversaw the creation of UBS Elevating Entrepreneurs, a portfolio of programs focused on advancing inclusive entrepreneurship, including co-founding Project Entrepreneur. She also designed UBS NextGen Leaders, an initiative to increase college and career success for first-generation students.

Prior to UBS, Jamie held a variety of programmatic roles at Goldman Sachs' Office of Corporate Engagement including launching the 10,000 Women and 10,000 Small Businesses initiatives. Her previous experience includes establishing the New York University Reynolds Foundation Program in Social Entrepreneurship, and serving in key roles at Teach for America on the corps member selection and national development teams. She has a life-long commitment to issues of diversity, equity and inclusion, economic development, and education equality.

Jamie has a Master of Public Administration from New York University and a Bachelor of Arts in International Politics and Spanish from Penn State University. She is on the board of the National College Access Network, and a member of Entrepreneurship Funders Network, Conference Board Social Responsibility Council, and Social

Innovation Summit Council. In her free time Jamie loves building her preschooler's library, anything startups, and testing new recipes.

### Stefanie A. Thomas

Investments
Impact America Fund

Stefanie brings years of transactional experience and a devotion to driving more equitable capital in venture to her work at Impact America Fund (IAF)—a focus inspired by her father who overcame tremendous challenges as a low-income business owner.

Prior to joining IAF, Stefanie co-founded Quarterback Impact while also managing fund development for an impact investment evergreen project. In 2014, a 6,000-mile road trip across the US to meet and work with entrepreneurs landed her on a docuseries by HLN. Before the switch to venture, Stefanie served as a Vice President in Citigroup's global banking division. She received her M.B.A. from the Ross School at the University of Michigan and her B.S. in Economics from the Wharton School at the University of Pennsylvania.

### **Hyacinth Vassell**

VP of Innovation Engineering

Association for Enterprise Opportunity

Hyacinth Vassell is the Vice President of Innovation Engineering. In her role, she oversees and develops strategies across programmatic, research, and advocacy

initiatives organization-wide. She is also responsible for shaping new initiatives, as well as building and managing philanthropic and partner relationships.

Prior to AEO, Vassell was the Director of the Inner City Capital Connections program at Initiative for a Competitive Inner City (ICIC). She was responsible for the development of the program's scope, strategy, and content. During her tenure, Vassell created and oversaw the CEO Series, which provides online cutting-edge content for CEOs across the U.S. She also successfully developed and scaled the Inner City Capital Connections program to 10 cities. While at ICIC, Vassell helped participants develop business strategies that enabled them to create almost 16,000 jobs in underserved communities. Vassell also has broad experience as a senior business consultant. She worked with firms such as Arthur Andersen and Accenture, leading diverse project portfolios in re-engineering, process improvement, and change management.

In addition to championing small business, Vassell is also an entrepreneur. She is the CEO and Owner of French Studios and the Royal Solutions, and served as the past co-Chair of Roxbury Prep and advisor to the Girl Scouts strategic initiative. Vassell is a proud graduate of the University of Massachusetts—Amherst, where she earned a B.S. in Psychology.

### **Jeanne Wardford**

**Program Officer** 

W. K. Kellogg Foundation

Jeanne Wardford is a program officer for Family Economic Security at the W.K. Kellogg Foundation in Battle Creek, Michigan.

In this role as a member of the Family Economic Security team, Wardford is responsible for advancing employment equity business enterprise development focused policies, practices, strategies and opportunities for affecting positive systemic change within communities aimed at creating conditions in which children can develop, learn and grow. She works closely with staff to ensure integration and coordination of efforts.

Jeanne has dedicated her life to working for the betterment of individuals both in the public and private sector. Over the last two decades, she has held several positions of progressive leadership in both the public and private sector. Her interest has always been working to develop young people and the communities in which they live. Throughout her career, she has been recognized for her ability to get to the root of the problem and recommend fair, equitable, and often times innovative solutions to age old problems. She is known for her vigorous policy work and advocacy for children and families.

Prior to joining the foundation in 2015, Jeanne was director for National Partnerships at NeighborWorks America in Washington, D.C. In this role, she built strategic collaborations with public and private investors and secured resources for the

implementation of a national asset development program, which included financial education, literacy, coaching and community development strategy. She has also worked in community development, fund development and evaluation consulting for TaylarMade Consulting, Inc., where she worked with public, private and academic sectors and their funding partners.

Jeanne's leadership in support of education, racial equity, and economic development is reflected not only in her day to day activities, but also in her membership on a variety of boards, including Detroit Public Library Foundation, Center for Community Progress, Warrior Women, A project of the Michigan Women's Foundation and National Women's Business Council.

The W.K. Kellogg Foundation (WKKF), founded in 1930 as an independent, private foundation by breakfast cereal pioneer, Will Keith Kellogg, is among the largest philanthropic foundations in the United States. Guided by the belief that all children should have an equal opportunity to thrive, WKKF works with communities to create conditions for vulnerable children so they can realize their full potential in school, work and life.

The Kellogg Foundation is based in Battle Creek, Michigan, and works throughout the United States and internationally, as well as with sovereign tribes. Special emphasis is paid to priority places where there are high concentrations of poverty and where children face significant barriers to success. WKKF priority places in the U.S. are in Michigan, Mississippi, New Mexico and New Orleans; and internationally, are in Mexico and Haiti. For more information, visit www.wkkf.org

### **Janelle Williams**

Senior Adviser

Federal Reserve Bank of Atlanta

Janelle serves as a Senior Adviser with the Community Economic Development team. In this role Janelle will be cultivating and expanding partnership to foster cross-sector collaborations to promote economic mobility across the 6th district. Prior to joining the Federal Reserve Bank of Atlanta, Janelle lead economic opportunity initiatives for the Annie E. Casey Foundation's Atlanta Civic Site. One of the nation's philanthropic leaders in community change committed to supporting brighter futures for children across the country and the Atlanta Civic Site is one of the most important places for the Foundation's body of work. Janelle develops collaborative partnerships to advance strategies and goals that help residents develop their skills and access family-supporting career opportunities that enable them to build wealth.

Williams is leading several efforts to create more inclusive economies, including the Atlanta Wealth Building Initiative, a diverse partnership of stakeholders seeking to grow African-American entrepreneurship and close the racial wealth gap. She served as the lead author of Casey's Changing the Odds: The Race for Results in Atlanta report and editor of the Partnership for Southern Equity's Growing the Future: The Case for Economic Inclusion in Atlanta. Her worked has served as a national model to other grant makers looking to operationalize racial equity.

Williams has extensive research experience in an array of socioeconomic and international issues. Prior to the Casey Foundation, she led efforts to incorporate

data analysis and evaluation into program design and implementation for more than four years at the Center for Working Families Inc. Before that, she helped assess the statewide implementation of the Reading First curriculum in kindergarten through third grade at the University of Georgia. She also has served as a congressional fellow in the U.S. House of Representatives, conducting policy research and analysis on issues tied to education, health, workforce development and immigration.

As a fellow, she was part of a team that drafted federal legislation to promote a community-centered approach to deterring gang violence and reducing recidivism rates among juveniles that was unanimously adopted as an amendment to the College Opportunity and Affordability Act. She has also conducted a range of research around several international policy issues including the implementation of economic sanctions, ethnic-based conflict and the Caribbean Single Market Economy. She served as a youth organizer in her native homeland, Trinidad and Tobago, before immigrating to the United States.

Williams holds a doctorate in international family and community studies from Clemson University, a master's degree in public administration from the University of Georgia and bachelor's degrees in psychology and sociology from Florida Memorial University. She is a fellow for the Association of Black Foundation Executives' Connecting Leaders program and an alumnus of the Atlanta Leaders for Results and LEAD Atlanta programs. Williams is an active community volunteer and currently serves on the board of WorkSource Atlanta and the Atlanta Wealth Building Initiative. She also participates in the For Her campaign, an effort led by black women to end commercial sexual exploitation of other black girls and children.