



## **NYU REYNOLDS: EXPERT ADVISORS**

NYU Reynolds Expert Advisors are leading professionals, visionaries and thinkers in social entrepreneurship and related fields. These practitioners share their knowledge and personal experience in such topics as strategic philanthropy, venture capital, traditional banking, foundations, blended value propositions, corporate social responsibility, business plan development, leadership, and organizational management and operations issues.

Each Expert Advisor leads a ninety minute seminar, lecture or workshop for the program cohort in his or her area of expertise. Fellows and Scholars come prepared having read assigned material and ready to engage.

The Expert Advisors become part of the Reynolds network, and serve as a resource for cohort members over their two years in the program; the Expert Advisors might, for example, review a business plan, provide project-specific advice, or connect a Scholar or Fellow to prospective mentors or internship opportunities. They also refer speakers to the program, recommend readings or material that can be added to NYU's permanent social entrepreneurial collection, or invite cohort members to participate in conferences related to their chosen fields.

The Reynolds Program continues to forge relationships with leading professionals, visionaries and thinkers and enlists them as NYU Reynolds Expert Advisors. If you are interested in serving as an Expert Advisor have questions about the role, please contact us at [reynoldsprogram@nyu.edu](mailto:reynoldsprogram@nyu.edu).



Jed Emerson  
Founder of Blended Value Propositions  
Expertise: Blended Value Propositions

Jed Emerson's career has spanned work in management, academia, investing and human services. His activities include launching nonprofit ventures, leading foundation initiatives, and research on global innovations in sustainable investing and finance.

He spends much of his life on the road, addressing conferences, students and practitioners. He presents at numerous national and international conferences, events, and academic venues, including the World Economic Forum in Davos, Switzerland; the Caisse de Depots in Paris, France; the London Business School; Oxford University; and Harvard, Yale, UNC, Northwestern and UCLA.

Mr. Emerson's work on alternative investing, nonprofit capital markets, foundation strategy, Social Return on Investment frameworks, social purpose business development, and other areas of practice has been widely recognized for its broad contributions to social entrepreneurship.



Mitch Baranowski  
Co-Founder of BBMG  
Expertise: Cause Marketing

A seasoned writer, producer and strategic communications consultant, Mitch Baranowski co-founded BBMG with longtime friend Raphael Bemporad in January 2003 to help clients reach and inspire the conscious consumer. He has overall responsibility for the branding firm's creative direction and its New York and San Francisco operations.

Mitch has helped dozens of start-ups develop brands, spearheaded multinational consumer campaigns, directed viral marketing programs, and advised numerous Fortune 500 companies on how best to package their values-driven initiatives. His experience spans many industries, including aerospace, arts/entertainment, engineering, environmental, financial services, healthcare, and technology.

"In today's increasingly cluttered and hyper-connected marketplace, it's important to recognize that companies no longer own their brands. They are

co-owned by the consumer," he says. "The best brands will stay true to their values but invite consumers to participate in new and unprecedented ways."

Recently Mitch has led branding strategies for ABN AMRO, Appalachian Trail Conservancy, Brooklyn Public Library, Ceres, Foundation Center, National Academy of Engineering, and Harvard's John F. Kennedy School of Government.

Prior to launching BBMG, Mitch served as managing director of public affairs for Burson-Marsteller, where his clients included Orbitz and American Airlines. He also served as vice president of corporate affairs in the New York office of Edelman Public Relations Worldwide, where his clients included Bombardier Aerospace, Johnson & Johnson Vision Care and Juno Online Services.

Earlier in his career, Mitch was a director of corporate communications for AMR Corp./American Airlines, where he managed a broad range of strategic activities, including internal communications, marketing public relations and crisis communications.

Fluent in French, Mitch has worked on assignments in more than a dozen countries. He got his start in communications working as a stringer for Texas State Radio Network and as a reporter for KUT-FM, Austin's National Public Radio affiliate. He received his MA in Radio-TV-Film and Bachelor of Journalism with honors from the University of Texas at Austin.



Alicin Williamson  
Senior Vice President of Corporate Responsibility and Public  
Affairs at MTV Networks  
Expertise: Corporate Social Responsibility

Ms. Williamson is responsible for crafting and executing the corporate responsibility agenda for MTV Networks. She serves as the resource internally and externally on issues of community involvement and corporate citizenship. She's responsible for developing and overseeing corporate charitable strategies aligning with the company's corporate agenda. Key to her work is developing strategic partnerships with internal departments, national non-profits, government agencies and local community organizations to create long and short term pro-social alliances.

Before coming to MTV Networks, Ms. Williamson was a Program Director at Fund for the City of New York, an operating foundation that developed and provided grants to youth programs focusing on youth development. She

directed a national adaptation project that became the model for many after school one-stop shopping programs in the country. Before joining the foundation world, she worked for the Teen Pregnancy Prevention and Youth Development Department at the Children's Defense Fund in Washington, D.C. At CDF, she was responsible for working with communities and non-profit agencies to strengthen their outreach and service provision to adolescents in need.

Alicin Williamson is currently a member of several organizations and serves on the Boards of United Service Organizations (USO) and the National Association of Multi-ethnicity In Communication (NAMIC) as Board Chair. She also serves on MTV Networks' senior advisory board of Corporate Global Inclusion.

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is the world's premier creator of entertainment content and programming across all media platforms. MTV Networks connects with audiences through a diverse array of brands – including MTV: Music Television, MTV2, mtvU, MTV Tr3s, VH1, VH1 Classic, VH1 Soul, CMT, Logo, Nickelodeon, Nick at Nite, Noggin, The N, COMEDY CENTRAL, TV Land, Spike TV, AddictingClips.com, AddictingGames.com, Atom Films, Shockwave.com GameTrailers.com, Harmonix, IFILM, Neopets, Quizilla, Xfire, Y2M, as well as MTVN International – that live across the company's 135 television networks, 139 websites, 32 broadband services, 35 mobile channels, and robust consumer products businesses worldwide.



Jonathan Morduch  
Director of Financial Access Initiative  
Expertise: Microfinance

Morduch has taught at NYU since 2000, where he is a Professor of Public Policy and Economics. He is a Director of the Financial Access Initiative, a consortium of leading researchers focused on finance and development. His co-authored 2005 book, *The Economics of Microfinance* (MIT Press), is described by Thomas Easton of *The Economist* as: "The single best book on the economics of banking and finance, period..."

Morduch's ongoing work on social investment, financed by the Ford Foundation, applies insights from the modern theory of corporate finance to develop new understandings of the limits and possibilities of markets and philanthropy. He is currently chair of the United Nations Committee on

Poverty Statistics; advises Pro Mujer and the Grameen Foundation; and is a member of the Editorial Board of the World Bank Economic Review and of the UN Advisors Group on Inclusive Financial Sectors.

Morduch's views on finance and development have been reported by the New York Times, The New Yorker, CNN, Wall Street Journal, Los Angeles Times, Washington Post, Associated Press, and other organizations. He holds a BA from Brown and Ph.D. from Harvard, both in Economics.



Leslie Crutchfield  
Managing Director of Ashoka  
Expertise: Philanthropy and Scalability

Leslie Crutchfield is the managing director of Ashoka's Global Academy for Social Entrepreneurship. She holds an MBA and an AB from Harvard University.

Ashoka is the world's oldest and largest organization dedicated to supporting social entrepreneurs, with two thousand Fellows in more than sixty countries. Ms. Crutchfield helps emerging social entrepreneurs and citizen leaders maximize the impact of their work by drawing on the wisdom and experience of Ashoka's Global Academy members, who include the "global greats" of social entrepreneurship, such as Nobel Laureate Muhammad Yunus.

While still in her twenties, Ms. Crutchfield co-founded *Who Cares: The Tool Kit for Social Change*, a national magazine for young activists published between 1993 and 1999 (circulation 50,000). She volunteered with Crossroads Africa in the Gambia, and serves on the board of the SEED Foundation in Washington, D.C., where she resides with her husband and two children.



Bruce Arbit  
Consultant  
Expertise: Strategic Philanthropy

Bruce M. Arbit is a graduate of the Business School of the University of Maryland, College Park, and holds a master's degree in Public Administration from the Robert F. Wagner Graduate School of Public Service at NYU. He is

affiliated with the Association of Fundraising Professionals' International Development Committee.

He has fourteen years of senior level fundraising and management experience, with a special emphasis on Major Gift Fundraising, as well as expertise in the following sectors: Aging and Geriatrics, Human/Youth/Social Services, Global Philanthropy, Health Care, Medical/Scientific Research, and Not-for-Profit Capacity Building.

Mr. Arbit is presently a consultant in the areas of resource development and fundraising, management, marketing, and organizational capacity building. He is actively involved in the renewal and community development of the city of Asbury Park, New Jersey, where he resides.



Ruth Salzman  
Principal, Ruth Salzman Consulting  
Expertise: Traditional Banking World

Ruth Salzman is the principal of Ruth Salzman Consulting, a New York based firm that focuses on bringing a for-profit business orientation to enhancing the growth and success of nonprofit and other mission-oriented organizations. Ms. Salzman earned an MBA at The Wharton School, and holds a BA from Brooklyn College. She chaired the Investment Committee of the New York Community Investment Company (NYCIC), a multibank investment fund created by the Clearing House bank members of New York City. She presently serves on the board of the Primary Care Development Corporation (PCDC) and Nonprofit Finance Fund (NFF). She was named a 2000 – 2001 David Rockefeller Fellow by the New York City Partnership and recognized as a Woman of Distinction in 2002 by the Brooklyn YWCA. She is a member of The Financial Women's Association and the Social Enterprise Alliance.

Prior to launching Ruth Salzman Consulting, she held the position of Senior Vice President of Commercial Lending & Investing in the Community Development Group of JPMorgan, where she managed lending to nonprofit organizations, small businesses, and community development financial intermediaries. Ms. Salzman also initiated and managed the socially responsible investing program at JPMC. In all, these activities provided over a billion dollars to customers that the bank's mainstream business units did not reach.



Steve Sullivan  
Health Care Venture Capitalist  
Expertise: Venture Capital

Steve Sullivan is a 1995 graduate of the Program in Management Development at Harvard Business School. Dr. Sullivan has held clinical faculty appointments at Brigham and Women's Hospital, Harvard Medical School, and Stanford University Medical School. He received a BS Phi Beta Kappa from Duke University, and an MD from New York University Medical School. He was Chief Resident in Internal Medicine at Stanford University in 1985. He then developed one of the largest medical practices in Silicon Valley, during which time he became involved with the venture capital community.

While practicing medicine, Dr. Sullivan has managed and invested in healthcare companies since 1981. He is presently a partner with Skyline Ventures in Palo Alto, California, a venture capital firm that specializes in health care companies. He sits on outside advisory boards for the University of San Francisco School of Business, as well as the Pratt School of Engineering at Duke.



Stephanie Kinnunen  
CEO and Co-Founder of NEED Magazine  
Expertise: New Media

Along with her duties as CEO, Stephanie is also the key spokesperson for NEED Communications. Stephanie is currently an advisor to a growing number of corporations and organizations regarding their humanitarian program's effectiveness and partnerships.

Prior to founding NEED, Stephanie had over 20 years of business management and customer relations experience expertise. She has also taught international business English and skills to Scandinavian business leaders.

Stephanie has also been an active volunteer with a number of humanitarian organizations over the years.

Kelly Kinnunen  
Executive Director and Co-Founder of NEED Magazine  
Expertise: New Media

Kelly oversees NEED's branding and marketing campaigns as well as print/online design development and production. Kelly is also an expert advisor for the NYU Reynolds Program in Social Entrepreneurship and the upcoming Humanitarian Design Council.

With more than 25 years experience in design and media production, Kelly has produced work for clients such as The European Union, The World Olympic Committee, Target Corporation, 3M among many others. Most recently Kelly spent four years at the Lahti University of Applied Sciences in Lahti, Finland assisting in developing their new media production department and working as Senior Instructor. Kelly has taught and lectured at the Norwegian Academy of Arts, Iceland Academy of Arts, Fachhochschule Cologne, Finlandia University and was a Graduate Associate of Mathematics at Arizona State University.

Kelly has also been an active volunteer with a number of humanitarian organizations over the years.



Allen Bromberger  
Partner at Perlman & Perlman, LLP  
Reynolds Expert Advisor in Legal Affairs

Allen R. Bromberger, a partner at the New York City law firm of Perlman & Perlman, holds a B.A. from the University of California/Berkeley (1977) and a J.D. from the University of California/ Hastings College of the Law (1982). Mr. Bromberger has more than 20 years of experience representing nonprofit organizations, private foundations, and for-profit businesses in a wide variety of matters and transactions. His practice currently focuses on "hybrid" legal structures that are formed to pursue both economic and social goals simultaneously. This includes the spin-off of nonprofit commercial enterprises into for-profit businesses, establishment and operation of corporate foundations and charitable giving programs, corporate sponsorships of charitable activities, joint ventures between businesses and charities, commercial co-ventures, program related investments, and structuring socially responsible investments.

Mr. Bromberger is the author of Getting Organized and Advising Nonprofits, two widely used books on nonprofit formation and operation. He is also the

author of numerous articles, and is a frequent lecturer and speaker on nonprofit and business legal issues. Mr. Bromberger has served on numerous public and private boards and committees and is currently Chairman of the Alliance for Nonprofit Management in Washington, D.C. and is Secretary/Treasurer of the Fourth Sector Network.