



The Catherine B.
Reynolds Foundation
Program in Social
Entrepreneurship

NYU Reynolds Expert Advisors | 2009-2010

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. Several Expert Advisors may serve together on a topically relevant panel, such as Corporate Social Responsibility or Funding Options for Start Ups. 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 or have questions about the role, please contact us at reynoldsprogram@nyu.edu.



Alicin Williamson
Senior Vice President of Corporate Responsibility and Public Affairs at MTV Networks
Reynolds Expert Advisor in 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.



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.



Andrew Kassoy
Co-Founder of B Corporation
Reynolds Expert Advisor in Impact Metrics

B Corporations™ are a new type of corporation which use the power of business to create public benefit. B Corporations™: 1) meet comprehensive and transparent social and environmental performance standards by achieving a minimum score on the B Ratings System; 2) legally expand the responsibilities of the corporation to include consideration of stakeholder interests; and 3) build collective voice through the power of the unifying B Corporation brand. There are over 125 certified B Corporations, representing a diverse \$900 million marketplace.

B Lab is the non-profit 501(c)3 organization that certifies, promotes, and supports B Corporations™. It also develops long-term capital markets and policy initiatives to accelerate growth of this emerging sector of the economy that unites the sustainable business and social enterprise movements.

Before leaving the private sector to form B Lab with two long-time friends and college mates, Jay Coen Gilbert and Bart Houlahan, Andrew spent 16 years in the private equity business; as a Partner at MSD Real Estate Capital, an affiliate of MSD Capital, the \$12 billion investment vehicle for Michael Dell; and before MSD, as Managing Director in Credit Suisse First Boston's Private Equity Department, a founding partner of DLJ Real Estate Capital Partners, and President of its international business.

Andrew is dedicated to growing innovative for-profit and non-profit models for social change. He is a Board Member of the Freelancers Union and the Freelancers Union Insurance Company, which provide affordable health insurance and other financial services to independent workers in thirty-two states; a Board Member of Echoing Green, a non-profit venture fund that provides seed capital to emerging social entrepreneurs; an Advisory Board member of Wall St. Without Walls, a non-profit which provides capital markets and investment banking expertise to community development organizations; and a member of the investment committee of the Patient Capital Collaborative, a venture capital fund for businesses that create direct social impact. He is also an Expert Advisor in Impact Metrics for the NYU Reynolds Program in Social Entrepreneurship.

Andrew was raised in Boulder, Colorado and graduated with Distinction from Stanford University where he was a Truman Scholar and President's Award winner. In 2001, he was named a Henry Crown Fellow by the Aspen Institute. In the past, he has been active in Colorado politics and as a Member of the Council on Foreign Relations. He enjoys skiing, backpacking, running, cooking, and the violin. He lives in New York City with his wife, Kamy Wicoff, a writer, and their two sons, the Emperor Maximilian (four years) and the Boy King Jedidiah (two years).



Art Chang
Founder & CEO
Tipping Point Partners
Reynolds Expert Advisor in Project Management

Art Chang has 25 years experience with startups, including over 10 years in the New York City venture capital community. He is also the Founder of Tipping Point Partners, an alternative to traditional venture capital with a methodology that reduces execution and investment risk, optimizes growth potential, and minimizes cash expenditures.

Tipping Point focuses on entrepreneurs who have the domain expertise and relationships necessary for disruptive concepts to be embraced by leading companies in large markets. Tipping Point Partners organizes people, partnerships and capital and contributes its own team to help turn concepts into sustainable web-based businesses in as little as six months. Tipping Point has helped launch companies in food, music, online games, mobile, fashion, music, social services, auctions and recipes in the U.S. and China. Its companies include Cookstr, a chef-based online recipe search business that packages and syndicates food media online, offline and via mobile applications; Mobile Commons, a mobile information services provider that enables customers to design, manage and launch mobile marketing, information, and interactive game applications; PlaySpan, a communications and P2P trading platform for MMORPGs; and Casebook, an enterprise social network for social services caseworkers. Financial transactions have included IGA Worldwide's \$12MM Series A round and PlaySpan's Series A round.

Mr. Chang's \$1.5 billion in financial transaction experience includes enterprise software, grid computing, and interactive television. He was a founder or manager in nine start-ups, including music e-commerce and television. His early career in architecture ended with the architect I.M. Pei.

Mr. Chang received an MBA from New York University and a BA from Yale in Women's Studies with an Art History concentration. He lives in Brooklyn and has two fun-loving boys.



Bruce Arbit
Consultant
Reynolds Expert Advisor in Strategic Philanthropy

Bruce M. Arbit brings 14 years of senior level fundraising and management experience with a special emphasis on Major Gift Fundraising to his consulting engagements. Prior to that he served in a variety of marketing positions in the private sector. Mr. Arbit's commitment and success has helped to create lasting change that continues to advance the mission of several worthwhile organizations. Bruce is a graduate of the University of Maryland – College Park - Business School and holds a graduate degree in Public Administration from NYU - Robert F. Wagner Graduate School of Public Service.

Mr. Arbit is dedicated to building the capacity of the not-for-profit sector and has developed strong affiliations with the Association of Fundraising Professionals - International Development Committee. He is actively involved in the renewal and community development of the city of Asbury Park, New Jersey, where he resides.

Bruce has direct 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. He offers consultative services in resource development and fundraising as well as management, marketing and organizational capacity building.



Gregory M. Stanton
Founder of Wall Street Without Walls (WSWW)
Reynolds Expert Advisor in Economic Development

Gregory M. Stanton is the founder and former Director of Wall Street Without Walls (WSWW) a national capital markets access program, utilizing pro bono investment banking expertise to assist low-income and distressed communities throughout the US, like Doctors Without Borders. Mr. Stanton started WSWW in 1998 and under his leadership they built a national network of 140 volunteer bankers which have assisted non-profit leaders, mayors and community organizers raise \$2 billion from the mainstream capital markets to finance community development facilities and services. WSWW has helped over 1500 community development organizations and municipalities finance affordable

housing, schools, rural and urban community facilities, child care and health care facilities and stem the foreclosure crisis in hard hit states.

Mr. Stanton has been a pioneering partner with the Federal Reserve Bank Board of Governors and Community & Consumer Affairs in its 12 regional bank locations and national supporting foundations with strategic philanthropy missions to create scale and capital access for the vast community development non-profit infrastructure throughout United States. He developed WSWW to bring a national financial services and investment banking expertise as a pro bono investment banking volunteer assistance service to struggling community development organizations. Over the past 10 years, this critical assistance has benefited many communities and municipalities to realize scalable, credit-enhanced methods of financing their key strategic facilities for low-income communities, both rural and urban. These efforts foster economic health, create jobs, and enhance community sustainability.

Mr. Stanton has been a capital markets banker for 25 years. He was a capital markets specialist for Investment Banking firms in NY and Los Angeles, including Drexel Burnham Lambert, and Daiwa Securities America. From 1992-1997, he was the President and CEO of Dover Finance Corporation, a structured finance firm, where he underwrote through Merrill Lynch the hard-to-finance assets of highly leveraged companies – mainly in the media & entertainment industry.

Mr. Stanton serves on the boards and in advisory roles at many organizations such as Native American Investment Group (NAIG), the Community Development Assurity Bond Corporations (CDA, Inc), the NYC Department of Economic Development, the Milken Institute and others. He is also a frequent speaker at several national conferences and meetings.

Mr. Stanton received an MBA from Babson College in 1984 (Phi Beta Gamma), and a BA, cum laude, from Boston College in 1978.



Jed Emerson
Founder of Blended Value Propositions
Reynolds Expert Advisor in Blended Value Propositions

Jed Emerson’s career has spanned work in management, academia, investing and human services. He has launched nonprofit ventures, lead foundation initiatives and engaged in research assessing global innovations in sustainable investing and finance.

In early 2001, Jed began focusing upon his interest in the Blended Value Proposition (BVP). The BVP states that instead of operating in terms of non-profit and for-profit constructs or a “double bottom-line,” there is a single, blended value proposition for both for-profit and nonprofit firms, as well as philanthropy and capital investments, with multiple value components and generated returns. Value consists not simply of economic or extra-economic elements (such as social or environmental factors), but rather as a natural blend of economic, social and environmental elements which together generate multiple returns. The challenge is both to keep in mind a broad

vision of value that is non-divisible while simultaneously managing strategies that draw upon business, science, social organizations and government to create the most effective enabling environment possible within which value maximization may occur. This concept of BVP has been well received by both mainstream and alternative business audiences. *Money Magazine*¹ (and *Fast Company*) have both profiled his work.

During 2003, Jed led a project team in “mapping” five areas of related activity (strategic philanthropy, social investing, social enterprise, corporate social responsibility and sustainable development)—all of which may be viewed as efforts to maximize blended value. Each of these areas share common challenges with regard to metrics, leadership and organizational development, capital structure and tax/policy issues. The full document explores these intersects and that paper, along with other papers, is available at www.blendedvalue.org. A new, occasional blog, www.blendedblog.org, also explores these issues in greater detail on a more personal level.

As founding director of REDF, Jed has been called “an elder in the field” of venture philanthropy and social entrepreneurship—only partially in jest. He spends much of his life on the road, addressing conferences, students and practitioners. He has presented at numerous conferences and events both nationally and internationally—including the World Economic Forum in Davos, Switzerland; the Caisse de Depots in Paris, France; the London Business School and Oxford University, UK. Among U.S.-based academic institutions, he has presented his work at Harvard, Yale, UNC, Northwestern and UCLA.

Jed is recognized as an international leader in the field of strategic philanthropy, social entrepreneurship, and blended value investing. His 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 viewed as significant in terms of its broad contribution to the field and efforts to support others engaged in the community application of business skills.

¹ <http://money.cnn.com/2002/10/28/pf/investing/emerson/index.htm>)



Jonathan Morduch
Director of Financial Access Initiative
Reynolds Expert Advisor in 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
Reynolds Expert Advisor in Scalability

Leslie Crutchfield is managing director of Ashoka’s Global Academy for Social Entrepreneurship, a research grantee of The Aspen Institute’s Nonprofit Sector and Philanthropy Program, and a philanthropic advisor. Leslie is co-author of *Forces for Good: The Six Practices of High-Impact Nonprofits*, a forthcoming book about what makes great nonprofits great that is based on four years of empirical research on 12 of the most successful nonprofits founded in recent U.S. history (Jossey-Bass, October 2007).

Ashoka is the world’s oldest and largest organization dedicated to supporting social entrepreneurs, with 2000 Fellows in more than 60 countries. Members of Ashoka’s Global Academy include the “global greats” of social entrepreneurship, such as Nobel Laureate Muhammad Yunus. Leslie is creating new programs designed to help emerging social entrepreneurs and citizen

leaders scale their impact by drawing on the wisdom and experience of Ashoka's Global Academy members.

In her twenties, Leslie co-founded *Who Cares: The Tool Kit for Social Change*, a national magazine for young activists published from 1993 – 1999 (circ. 50,000). She volunteered with Crossroads Africa in the Gambia, and serves on the board of the SEED Foundation in Washington, D.C. She holds an MBA and an AB from Harvard University, and resides in the Washington, D.C. area with her husband and two children.



Michael Nissan
Partner, Weil, Gotshal & Mages
Reynolds Expert Advisor in Project-Specific Legal Matters

Michael Nissan has a wide ranging practice in private equity focusing primarily on executive compensation and related matters, including representation of both senior executives and management teams as well as employers. He also regularly represents investment professionals in connection with their joining or separating from private investment firms.

In addition, Mr. Nissan represents private funds and their sponsors in connection with their formation and also represents institutional investors in such funds.

Mr. Nissan has been awarded the highest ranking by *Chambers Global World's Leading Lawyers*. He was the founding chairman of the Private Investment Fund Forum and continues to serve as a member of its Executive Committee. He has also served as a member of the Advisory Board of *Private Equity Terms and Conditions - The Current State of the Market for Venture Capital, Buyout, and Mezzanine Funds*, published by Asset Alternatives Inc.

Mr. Nissan currently teaches Private Investment Funds at Columbia Law School, where he is a Lecturer in Law, and has also taught Private Equity and Venture Capital Investing. He also lectures on a variety of topics relating to private equity and has spoken at numerous conferences including the Private Equity Analyst Conference, the Private Equity Roundup and the Buyouts Symposium.

Mr. Nissan also has been active in pro bono matters and community service. He served as chairman of the firm's Pro Bono Committee from 1994 to 2000. Currently, he serves as pro bono general counsel to Baby Buggy, Inc., an organization dedicated to providing gently used and new items for needy families in New York City with infants and young children. He also has served as a trustee of the American Red Cross in Greater New York and as counsel to its board of trustees and

also as a member of the board of directors of New York Lawyers for the Public Interest, The Legal Aid Society, Lawyers Alliance of New York and Big Apple Greeters, Inc.

A *summa cum laude* graduate of Syracuse University, with a dual major in economics and psychology, Mr. Nissan holds a J.D. from New York University School of Law.



Miriam Buhl
Pro Bono Counsel, Weil, Gotshal & Mages
Reynolds Expert Advisor in Project-Specific Legal Matters

Miriam Buhl is Pro Bono Counsel at Weil, Gotshal & Manges, where she directs the office that coordinates pro bono matters handled by the firm's attorneys worldwide. Until April 2005, Ms. Buhl was state director for the Greater New York Chapter of the March of Dimes, one of the largest nonprofits in the U.S. She supervised all of the charity's operations throughout lower New York State.

From 1999 to 2004, Ms. Buhl was executive director of The New York Women's Foundation, a cross-cultural alliance of women dedicated to helping low-income women and girls throughout the city achieve sustained economic independence. From 1997 to 1999, Ms. Buhl was founding director of the Association of the Bar of the City of New York's Public Service Network, a program to link volunteer attorneys with public service organizations. She also served as executive director of the fair housing agency Westchester Residential Opportunities, Inc., from 1993 to 1997, and staff attorney for The Legal Aid Society's Civil Division, Brooklyn Neighborhood Office.

Ms. Buhl is a member of the boards of directors for the City Bar Justice Center and the Nonprofit Coordinating Committee, is a member of the Association of Pro Bono Counsel, and serves on the New York State Bar Association Committee on Legal Aid, the Innocence Project's Development Committee, Alliance for Justice's New York Advisory Committee and the Federal Bar Council Public Service Committee.



Mitch Baranowski
Co-Founder of BBMG
Reynolds Expert Advisor in 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.



Paul Light
Paulette Goddard Professor of Public Service at NYU's Robert F. Wagner
Graduate School of Public Service
Expertise: Public, Private, and For-Profit Sector Convergence

Paul C. Light is Paulette Goddard Professor of Public Service at New York University's Wagner School of Public Service. Before joining NYU, he was vice president and director of governmental studies at the Brookings Institution, and founding director of its Center for Public Service.

Professor Light has held teaching posts at the University of Virginia, University of Minnesota, and Harvard University's John F. Kennedy School of Government. He was also senior adviser to the U.S. Senate Governmental Affairs Committee, and director of the public policy grant program at the Pew Charitable Trusts.

Professor Light is the author of *A Government Ill Executed: The Decline of the Federal Service and How to Reverse It* (Harvard University Press).



Ruth Salzman
Executive Director and CEO, Russell Berrie Foundation
Reynolds Expert Advisor in the Traditional Banking World

Ruth Salzman is currently the Executive Director and CEO of the Russell Berrie Foundation (RBF), which is the sixth largest foundation in New Jersey. The RBF promotes the continuity and enrichment of Jewish communal life, supports advances in medicine focusing on diabetes and humanism in medicine, fosters the spirit of religious understanding and pluralism, recognizes individuals who have made a significant difference to the lives of others, elevates the profession of sales, and raises the awareness of terrorism and promotes its prevention

Prior to taking the helm at the Russell Berrie Foundation, Ruth was 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.

Prior to launching RSC she held the position of Senior Vice President of Commercial Lending & Investing within the Community Development Group of JPMorgan. In this capacity she managed the non-real estate business sectors of CDG on a national basis, 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 aggregate these activities resulted in over \$1 Billion being provided, through loans and investments, to customers that the bank's mainstream business units did not reach. In 2005 her department won a New Markets Tax Credit allocation for the institution, enabling lower cost financing to be extended to eligible projects in low income communities.

Prior to joining the Community Development Group she led the Middle Market Banking team providing lending and noncredit services to major nonprofit organizations based in the New York area. Ms. Salzman came to JPMC following four years with Citibank, and had previously been a consultant with Martin E. Segal Co., working with managed care organizations undergoing the Federal HMO qualification process.

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 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 (NY) YWCA. She is a member of The Financial Women's Association and the Social Enterprise Alliance.



Stephanie Kinnunen
CEO and Co-Founder of NEED Magazine
Reynolds Expert Advisor in 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.

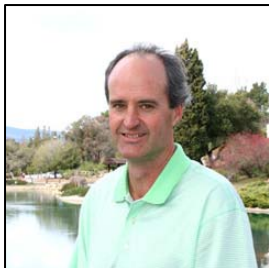
Stephanie has also been an active volunteer with a number of humanitarian organizations over the years.

Kelly Kinnunen
Executive Director and Co-Founder of NEED Magazine
Reynolds Expert Advisor in 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.



Steve Sullivan
Health Care Venture Capitalist
Reynolds Expert Advisor in Venture Capital

Steve is a partner with Skyline Ventures in Palo Alto, California, which he joined in 2000. Skyline Ventures, formed in 1997, is a nationally-known venture capital firm that specializes in investing in outstanding product-focused healthcare companies. The firm's areas of expertise include small molecule and protein therapeutics; medical devices; diagnostics; and technologies that facilitate drug discovery and life science research.

Steve has been involved managing and investing in healthcare companies and in practicing medicine since 1981. He was a Chief Resident in Internal Medicine at Stanford in 1985, and then for a decade had one of the largest medical practices in Silicon Valley, during which time he became intimately involved with the venture capital community. He completed the Program in Management Development at Harvard Business School in 1995. Shortly thereafter, he became the first clinician and one of the original employees of Eclipsys (NASDAQ:ECLP), a healthcare information technology company where he served in sales, product management and business development roles.

He has had clinical faculty appointments at Brigham and Women's Hospital, Harvard Medical School and Stanford University Medical School. He received a B.S. *Phi Beta Kappa* from Duke University, and an M.D. from New York University Medical School. He also sits on outside advisory

boards for the University of San Francisco School of Business, as well as the Pratt School of Engineering at Duke. He served as an internist for the National Hockey league's San Jose Sharks during their inaugural season in 1991-1992. He is obsessed with golf, Duke basketball and the Boston Red Sox.