Sadna Samaranayake has consulted on business development, strategy, project management, effective messaging and knowledge products for various development sector initiatives including The World Bank, Ashoka, and Vision Spring. She is the Founder and Managing Partner of B Inclusive, a company providing project-based strategic advisory services and talent to social enterprises, base-of-pyramid and inclusive business initiatives. Her work has ranged from developing micro-franchising strategies for scaling up healthcare initiatives, to evaluating business plans addressing low-income markets for investor bodies, to extensive writing on the topic of affordable housing and conceptualizing a housing finance trust fund for the poor.

Prior to starting B Inclusive, Sadna was the co-founder and Managing Partner of InSiteLogic, a technology and software development company providing solutions to a range of social enterprises, for-profit and non-profit organizations. She is also a staffwriter and contributor on NextBillion.net, where she writes about social innovation, market-based business models and development through enterprise.

Originally from Sri Lanka, Sadna grew up between the Marshall Islands, Sri Lanka, Papua New Guinea and Hawaii. She earned a Master’s degree in Social Entrepreneurship and International Development from New York University, where she was a recipient of the Catherine B. Reynolds Fellowship for Social Entrepreneurship.