



Press Clippings
April 2018
Web

Title: Effective CEOs don't isolate themselves, say executives and experts

Author: Karen Talley

Link: <https://www.fierceceo.com/human-capital/ceos-seen-being-more-effective-if-they-don-t-isolate-themselves>

Date: April 2, 2018

It's hard to be in more than one place at a time, and this is even more vexing for CEOs. They are faced with the challenge of staying hunkered down in their office for most of the time, or walking the building to keep in touch with staff. It's a tough choice that has its pros and cons.

"My first response was, 'Why would you even ask this question?' Of course they should" spend a good amount of time with employees, said Tom Coull, CEO of Penguin Computing. "Mixing with employees helps you stay in tune with what's going on at the company, and that face time is invaluable and something you can't get through reports alone."

However, "it's important to ensure that you are not interfering or micromanaging employees, or even appear to be looking over shoulders," Coull said. "Instead, it should be clear that your staff understands that you as the CEO are here to help."

"Both are needed but I lean towards CEOs being out of the office," said John Crossman, CEO of Crossman & Company. "It is important to be the face of the company and spend time growing the brand and networking."

Also, by attending conferences and industry events, the CEO can learn about trends, insight and information that will impact the company's future. Finally, by being out, it empowers the president and other senior staff to lead.

"The greatest CEOs understand the vital importance of developing and investing in the human capital that drives their brands," said Josh Ross, CEO of Kerauno. "The human being was designed to live in community, and if you're leading from the enclosed four walls of an office without a direct pulse on the employee and customer experience, you can't successfully understand or edge on the trends that breed innovation."

This is really a matter of striking a balance, said Liz Bywater, Ph.D., president of Bywater Consulting. "CEOs need to protect adequate time to think strategically about the business, look to the future, meet with key partners, and attend to outward communication with customers, investors and the media. That said, they cannot be invisible or inaccessible to staff. They should be reaching out regularly in a number of formal and informal ways."

Here are a few ways Bywater says CEOs can stay connected with their employees:

- **Town Halls:** This is a great way to get a message out to the entire organization, convey a new direction, provide context about developments in the marketplace, and foster optimism in the workplace.
- **Walking the Halls:** This is a more informal approach and should be part of every CEO's toolkit. CEOs should be visible to employees across the organization on a regular basis, saying hello, asking questions about what's working well, learning where the real issues lie, and gathering new and innovative ideas from front-line staff.
- **Skip Level meetings:** CEOs can tap into the ideas, experiences, and enthusiasm of staff by meeting with people at multiple layers of the organization. "Lunch with the CEO" opportunities or "coffee conversations" can be offered to employees throughout the year.

A balance should be struck between time with staff and time in the office, said Andy Curry, president of Grizzly Marketing. "A CEO will need to spend some time with their staff just to make sure all is going well, but cannot overdo it without risking losing control of other things needing done that only the CEO can do or is responsible for."

The smaller a company is, "the more the CEO can, and will likely have to, spend with staff," Curry said. "When the company grows, the CEO will have to delegate more and more of that and carefully work with the staff who work with the staff."

"Sometimes the demands of the job are such that it's tempting to close the door and just concentrate on what's in front of you, but if you do that you miss what's going on around you," said Ninan Chacko, CEO of Travel Leaders Group. "Our headquarters is in New York where I sit, but Travel Leaders Group has several other offices with large concentrations of employees. I try to make a point of visiting each office once a quarter and holding employee town hall meetings."

He also schedules dinners with groups of employees from different departments each time he visits one of the offices. "I always learn something important about the company and my colleagues at those dinners, like who plays guitar, who grew up on a farm and what their dream destination is," Chacko said. "It's a great opportunity to hear from people across the organization."

"While there is certainly a time and place for everything, a CEO is most effective when she is present and visible among the employees," said Cathy Littlefield, Ed.D., chair of the Business Department at Peirce College. "The CEO needs to be out of her office and among the employees on a regular basis because the value of being present is the breakdown of barriers."

When a CEO is present, “she is perceived as approachable and personable,” Littlefield said. “When employees ‘know’ the CEO and the CEO ‘knows’ the employees, there is a greater level of communication, accountability, and pride in one’s work. Many issues can be resolved early on, prior to the escalation of a problem, simply by asking how one’s day is going. The benefit of the CEO being present among the employees is that when she needs to work behind closed doors, it is understood.”

“I think with today’s virtual environment, there is less and less opportunity to spend time with your staff,” said Cricket Lee, CEO of Fitlogic. The ways she handles being there for staff are:

- Weekly production meetings where employees are all together on a call and everyone knows what the others are working on.
- An open “phone” policy where they can text or call Lee anytime they need her with no question too stupid to ask.
- A specific follow-up structure where open issues are communicated constantly.

“It is a leader's responsibility to be involved, to the extent they can outside of their day-to-day operations as CEO, to provide guidance during times of crisis and growth,” said JP Guilbault, CEO of Community Brands. “It is important for a CEO to help their teams identify silos, remove fear of failure and isolation, and create connection, trust, and transparency among their employees. This helps foster personal and professional growth and improves workplace morale as a whole.”

Title: Business Briefs

Author: Ayana Jones

Link: http://www.phillytrib.com/news/business/business-briefs/article_f83112ee-67dc-50f3-85cd-63356c3210fe.html

Date: April 10, 2018

GreenLight Fund Philadelphia announces new advisory council members

GreenLight Fund Philadelphia announced that a new co-chair and nine new members accepted positions as new members of its Selection Advisory council.

The following have joined the council: Marc Singer, managing partner, Osage University Partners (co-chair); Sean Coleman, chief credit officer, FS Investments; Uva Coles, vice president of Advancement and Strategic Partnerships, Peirce College; Indivar Dutta-Gupta, co-executive director, Georgetown Law Center on Poverty and Inequality; Umi Howard, director, Lipman Family Prize, Wharton School; Rohit Mehrotra, managing director of JP Morgan Chase; Naledi Nyahuma, director of the Will and Jada Smith Family Foundation; Andy Rachlin, managing director of Lending and Investment, Reinvestment Fund; Dr. David Rubin, co-founder of PolicyLab, Children Hospital of Philadelphia; and Dalila Wilson-Scott, senior vice president, Community Investment, Comcast Corporation and president, Comcast Foundation.

Launched in 2012 with leadership and support from Josh Kopelman, Kat Rosqueta, Keith Leaphart and Bob Moul, GreenLight Philadelphia invests in a growing portfolio of evidence-based nonprofit programs operating locally to accelerate economic mobility.

Title: People in the News—April 11, 2018—Saul Ewing Arnstein & Lehr

Author: Victoria Hudgins

Link: <https://www.law.com/thelegalintelligencer/2018/04/11/people-in-the-news-april-11-2018-saul-ewing-arnstein-lehr/>

Date: April 11, 2018

Elected and Appointed

Joshua Richards, a partner at Saul Ewing Arnstein & Lehr in Philadelphia, was appointed to the Peirce College board of trustees.

Richards brings more than a decade of legal experience, with a deep background in higher education legal practice to the board where he will provide insights and connections that will further the college's Legal Studies programs, ensuring it is preparing graduates to meet the precise demands of the modern Philadelphia workforce.

Since 2011, Richards has worked as partner and vice-chair of the higher education practice group at Saul Ewing.

He is also a member of the firm's hiring committee, providing him further insights into the needs of regional employers.

Previously, Richards was a litigation associate at Dechert.

Title: Expert on workforce development, Afro-Latina leader to visit AL DÍA

Author: Emily Neil

Link: <http://aldianews.com/articles/al-dia-press-room/expert-workforce-development-afro-latina-leader-visit-al-dia/52335>

Date: April 13, 2018

A dynamic leader who has worked to not just develop her own career, but to ensure that many others from vulnerable populations and diverse identities are able to pursue their dreams, Uva Coles knows firsthand the power of persistence, mentorship, and professional support.

On April 18, from 4:30 - 5:30 p.m., Coles will visit the AL DÍA newsroom to speak on her work in shaping the future of Philadelphia's workforces, as well as her personal story, coming to the U.S. from Panama as a young adult and forging her path as an immigrant. You can register to attend [here](#).

As Vice President of Institutional Advancement and Strategic Partnerships at Peirce College, a higher education institution that has been educating working adults for over 150 years, Uva Coles has played a key role in citywide workforce development, serving on the Steering Committee of the new initiative, Fueling Philadelphia's Talent Engine, launched in February of this year.

Throughout her career Coles has focused on creating inclusive and equitable workforce collaborations that align education, skills, and purpose. As an Afro-Latina immigrant, Coles also focuses on and speaks to immigrant and Afro-Latinx issues and the intersectionality of gender and race.

Prior to her current role, Coles held positions as Vice President of Student Services and Dean of Career Management at Peirce College. Before joining the Peirce College leadership team, she worked in various high-level nonprofit management positions, serving as Vice President of Intake Services at Big Brothers Big Sisters in Southeastern Pennsylvania and as manager of corporate services at INROADS/Mid-Atlantic. Coles attended Claflin University in South Carolina where she received her BA in English and Criminal Justice, and went on to get her Masters of Science in Organizational Leadership from Wilmington University in 2015.

Title: Business Briefs

Author: Ayana Jones

Link: http://www.phillytrib.com/news/business/business-briefs/article_47da9d93-9dda-5862-b602-59d47356c9a0.html

Date: April 17, 2018

Peirce College hosts spring job fair

Peirce College is hosting a free public Spring Job Fair on April 26, from 3 p.m. to 6 p.m. at its campus at 1420 Pine St.

Local recruiters from a variety of employers, including Congreso de Latinos Unidos, Fox Rothschild LLP, Philadelphia Gas Works (PGW), the Philadelphia Police Department, Beneficial Bank, and many more, will be on hand to meet with job seekers for full-time and part-time positions and internships. This is a opportunity to learn about professional opportunities in the region and to find out what they look for when hiring a candidate.

For information contact Peirce College at (215) 670.9202 or cds@peirce.edu. RSVP at peirce.edu/jobfair.

Title: Marry Ellen Caro

Author: Diverse staff

Link: <http://diverseeducation.com/article/114594/>

Date: April 19, 2018

MARY ELLEN CARO has been appointed president and CEO of Peirce College in Philadelphia. Caro is currently vice president of enrollment management and learner services at Thomas Edison State University. She has a bachelor's degree from the College of Saint Elizabeth, a master's degree from Stanford University and a doctorate from the University of Pennsylvania.

Title: Introduced by Technical.ly's Impact track will get you fired up to do good

Author: Holly Quinn

Link: <https://technical.ly/philly/2018/04/23/introduced-by-technical-lys-impact-track-will-get-you-fired-up-to-do-good/>

Date: April 23, 2018

Here's a rundown of the big ideas and speakers taking them on. (Full disclosure: Many of these bios were pulled from the speakers' LinkedIn profiles.)

Building Talent Pipeline: Where Community Interests Meet Hiring Needs

Why do people come to a city, and what makes them stay and become a part of an ever-changing workforce? What's a talent pipeline, and why is it vital? A panel discussion about attracting talent to the city and opening up opportunities for nontraditional workers. The panel is punctuated by the folks behind the City of Philadelphia's workforce-development strategy, Fueling Philadelphia's Talent Engine.

- Uva Coles, VP of institutional advancement and strategic partnerships at Peirce College — A professional speaker, poet and trainer, she focuses on the Afro-Latino experience, the power of authentic leadership and strategic career management.
- Keenan Corrigan, director of Philadelphia for Venture for America — She's a manager of community partnerships, builder of relationships with donors and supporter of the (many) fellows in her city.
- Karissa Justice, manager of people operations at Azavea — She helps keeps the mapping firm by running by managing the hiring process.
- Nicole Pumphrey, deputy director at Welcoming Center for New Pennsylvanians— She leads the organization's external engagement strategy, building collaborations and advocating for the valuable contributions of immigrants to the region's social stability and economic prosperity.
- Moderated by Sam Glasberg, director of people operations at Stitch.

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Title: Tech conferences that don't address real world problems are tech conferences not worth attending

Author: Holly Quinn

Link: <https://generocity.org/philly/2018/04/23/introduced-impact-track-philly-tech-week-speakers/>

Date: April 23, 2018

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Title: Uva Coles: Opening Doors to Real Diversity

Author: Emily Neil

Link: <http://aldianews.com/articles/leaders/uva-coles-opening-doors-real-diversity/52452>

Date: April 26, 2018

"The best tool that's available to me today is voice, and I use it every single time I can to make sure that we are addressing the undercurrent of bias."

This is the voice of Uva Coles. A voice that seeks career development opportunities and partnerships for students at Peirce College. A voice that speaks about her own knowledge of the immigrant experience, and describes how we can better recognize the myriad of ways immigrants make our country stronger. A voice that has mentored others, spoken up about workplace inclusion for people of all identities, and encouraged young students to find their power in self-expression through bilingual poetry.

And without a doubt, it is a voice sorely needed in the face of a reality in which both the "undercurrent of bias" and explicit racism and discrimination shape the terms of life, death, and work in the United States.

A dynamic leader who has worked to not just develop her own career, but to ensure that many others from vulnerable populations and diverse identities are able to pursue their dreams, Uva Coles knows firsthand the power of persistence, mentorship, and professional support.

On April 18, Coles visited the AL DÍA newsroom to speak about her personal story, coming to the U.S. from Panama as a young student starting college, as well as her commitment to shaping the future of Philadelphia's workforce both at Peirce College and with her participation on the steering committee of the citywide workforce initiative.

Paving the Way, from Panama to the U.S.

Coles's voice first developed as a young child growing up in Panama City, Panama, guided by her mother's steadfast dedication to ensuring Uva and her two other daughters received an education. Coles's mother, Jannette Anckle, was one of 10 children and had Uva when she was 17-years-old. Jannette had become disconnected from the education system at 15 due to the struggles of poverty she had to confront day-to-day, at times not having enough to eat and listening to her own stomach growl in the classroom. However, because of the way in which she "understood the barriers that that lack of credentialing created for her," Coles said her mother emphasized the

value of education for her children, seeding Coles and her two sisters' work ethic from an early age.

And so Coles and her sisters dedicated themselves to their schoolwork, knowing that "B's were okay, C's were not."

Thanks to this strong guidance from her mother and the support of Mrs. Toni Sanchez, a mentor in high school, Coles navigated the complicated process of applying to American colleges and universities, and was ultimately accepted with a full scholarship to Claflin University, a historically black college in South Carolina, where she went on to receive her bachelor's degrees in English and Criminal Justice.

Coming to school in the U.S. was a venture into the complete unknown for her at the time, Coles said, describing how even her expectations of the weather were a bit off; when she first arrived on campus in South Carolina she imagined she would finally see snow for the first time in her life.

But most importantly, Coles said her college experience meant that she "very quickly began to have a different understanding about the power of education and about the strength that my mother exhibited," even as she started looking toward not just getting a job but developing a career path.

Coles soon landed her first career role at a for-profit that "happened to think very deeply at the time about diversity," which in turn "opened [her] eyes to the world of workforce."

That experience led Coles to begin asking the questions that she said continue to guide her work today: **"When we look at the workforce space, when we look at opportunities, are we opening the door of opportunity for every person who's raising a hand, and if they're not raising a hand, why not? Are we questioning, are we curious about why some people are left behind?"**

"I think it's our responsibility as individuals to make sure that the door of opportunity is made available to all," she added, emphasizing the ways in which mentorship is key to achieving this.

Progress at Peirce, in Philly

As Vice President of Institutional Advancement and Strategic Partnerships at Peirce College, a higher education institution that has been educating working adults for more than 150 years, Coles addresses the barriers and challenges many working adults may face who are seeking credentialing later on in life, perhaps due to disconnecting from school and the workforce early on, as was the case for Coles's mother.

Prior to her current role, Coles held positions as Vice President of Student Services and Dean of Career Management at Peirce College. Before joining the Peirce College

leadership team, she worked in various high-level nonprofit management positions, serving as Vice President of Intake Services at Big Brothers Big Sisters in Southeastern Pennsylvania and as Manager of Corporate Services at INROADS/Mid-Atlantic. Coles also received her Masters of Science in Organizational Leadership from Wilmington University in 2015.

This varied experience aids Coles in ensuring that Peirce is inclusive and empowers students in every way possible through partnerships with companies and career opportunities — a goal which she said is indicative of a “history of access and diversity” at Peirce, which was founded in 1865 to educate citizens returning from war but also opened its doors to women and people of color.

Peirce’s student body is now over 60 percent women, over 69 percent African-American, and includes many first-generation college students. In order to promote diversity and inclusion at Peirce, Coles said that the school’s instructors work to “meet students where they are, and consider their identities.”

Coles said that for adult learners, there are many barriers to participating in the classroom which must be addressed — a subject that is also a key part of Coles’s other role in shaping the future of Philadelphia’s workforce as a member of the steering committee for Fueling Philadelphia’s Talent Engine, a new citywide initiative launched in February.

In thinking about the success of the citywide initiative, Coles said that it is essential to balance the immediate needs of the nearly 26 percent of the city population that lives in poverty with the goal of encouraging career development and vision via educational programs.

“I think the city has recognized that if you bring in cross-sectors in different organizations and leverage the work that we do organically, rather than asking us to stretch into areas that don’t make sense for us, we can then be more holistic in our thinking,” Coles said.

“Vulnerable populations are often left behind and they require support systems that have to be really thought through,” she continued. **“If you bring in providers, workforce development organizations, systems, processes and individuals who do the work of supporting, and they can address those very basic needs first, then you are able to make sure that individuals have the tools they need to focus on the other things.”**

Coles said that in order for the city to take care of basic needs — such as hunger, transportation, and daycare — that impact how people show up in the classroom or the workplace, organizations and sectors across the city must form “a continuum that locks arms and each of us does [our] part.”

Coles added that she feels that the initiative was created with the input of many voices and consideration of barriers to the workforce specific to different identities throughout the city.

“What you see is rather than the same people making the same decisions, which will lead to the same results, we had a diverse group of perspectives really challenging and pushing each other around this idea of equity,” Coles said.

Beyond Buzzwords

Coles knows from her professional experience asking difficult questions about who does and doesn't have access to opportunities in the workforce, and based on her own personal experience as an Afro-Latina immigrant in the U.S., that diversity and inclusion are not easily achieved and much work is needed to convert what can too often be used only as buzzwords into stable realities.

“We see it daily, I think, in our work that when you do not create space for that diversity, the results adversely impact people who are diverse,” Coles said, “so you need to have that lens.”

“I think oftentimes people simply expect this to happen magically. We think about diversity so things will diversify themselves magically. It's simply not the case,” Coles added, noting that diversity, or who is at the table, is important, but inclusion, which she defined as how people of different identities feel when they're present in the work environment, is also essential for companies and organizations to cultivate.

And part of that inclusion involves having uncomfortable conversations and dealing with bias head-on, Coles said, referring to the recent incident in Philadelphia in which a manager of a Starbucks called the police on two African-American men who were sitting in the cafe, who were subsequently arrested and forcibly removed, as a “watershed moment” for the city.

However, apart from more obvious instances of discrimination such as the Starbucks incident, Coles said that it is just as necessary to develop strategies to address the “bias undercurrent” in the workplace.

“We know typically how to deal when something is just obviously wrong. We can raise a hand, we can call human resources, we can march our way to organizations that can help us fight discrimination,” Coles said, adding that she tends to focus instead on the bias undercurrent, analyzing systems that are inherently prejudiced to figure out how to design them in a way that will naturally lead to a more inclusive environment.

Coles explained that the bias undercurrent describes a situation in which a woman might speak out in a meeting with mostly male colleagues and have her ideas go unheard, or a woman of color is labeled “aggressive” compared to a white man who is

called “assertive” by the same manager, an aspect of the bias undercurrent which Coles herself experienced earlier in her career. These are the “Is it me?” moments,” Coles noted, in which the person experiencing the bias is made to question themselves.

This discrimination also extends to immigrants, Coles said.

“When I came to the United States as an Afro-Latina, I did not recognize I would face discrimination because I was born and raised in a different country. So early on that was a little bit of a shock to my system and a little bit demoralizing and hurtful,” Coles said, noting that she also believes that the rhetoric is changing, and increasingly there is more of a push to acknowledge all the ways in which immigrants enrich the country as a whole — economically, culturally, intellectually.

Overall, Coles said, the conversation about how to shape a more diverse and inclusive workforce and country continues.

“I can tell you today that there are opportunities and rooms that are wide open for me, and that still today, there are quite a few opportunities that are not as readily available, and moments where, again, it’s not the explicit thing that’s said, but it’s the thing that’s done or unsaid that lets me know that that space is not necessarily inclusive,” Coles said.

But, she continued, **“As painful as that is, it doesn’t stop me from showing up, continuing to show up, and from engaging in a conversation about what I’m seeing.”**

Her voice, Coles affirmed, will continue to be heard and used to shape a more diverse, inclusive, and thriving workforce for the benefit of all of Philadelphia for years to come.

Title: The Grow track of Introduced by Technical.ly will take your biz to the next level - Technical.ly Philly

Author: Holly Quinn

Link: <https://technical.ly/philly/2018/04/26/the-grow-track-of-introduced-by-technical-ly-will-take-your-biz-to-the-next-level/>

Date: April 26, 2018

With generous support from the University of Pennsylvania, here's what this room has in store:

Innovations In Healthcare: Fake Wombs, Cancer Studies And More

If you come to Philly Tech Week 2018 presented by Comcast to be blown away by new technology, you're not going to want to miss this one, featuring cases studies that spotlight medical advances that could change the world.

- Alan Flake, MD, Attending Pediatric and Fetal Surgeon at Children's Hospital Of Philadelphia: Flake is helping to develop a womb-like environment for extremely premature babies that would give them more time to develop their lungs and other organs in a fluid-filled environment.
- Gillian Henker, CTO and Cofounder of Sisu Global Health: The Baltimore-based entrepreneur builds medical devices for emerging markets, with an early focus on Sub-Saharan Africa.
- Rahul Jain, Cofounder and CEO of TowerView Health: After his cofounder and college roommate was diagnosed with leukemia, Jain and his partners invented a smart pillbox that helps the nearly 100 million Americans with chronic illnesses better manage complex medication regimens.

Improving Patient Experience: Companies Creating Solutions

With so many innovations in medicine, the actual experiences of patients — and the workers who serve them — is still an important part of any treatment. This panel identifies the major problems and those who are working to solve them, from insurance providers to hospital systems.

- Matt Gillin, CEO and Cofounder of Relay Network: Gillin has been an active entrepreneur for nearly 20 years, recognized for turning innovative ideas into successful businesses. "The future of healthcare CX won't be based on the 'come and get' approach," he says. "It's all about proactively serving patients in their moments of need with relevant, personal, and timely communications. The eventual winners in healthcare will be the companies who can create and deliver an experience that securely but proactively guides patients through the critical moments in the healthcare journey."
- Viraj Patwardhan, Director of Digital Consumer Experience for Thomas Jefferson University Hospital: Patwardhan works to create "meaningful experiences for consumers by digital-focused human-centered design."
- Katrina Rios, Director of Strategic Partnerships for Public Health for EMOCHA Mobile Health: Rios describes herself as a technologist with a passion for public health.

- Koleen Cavanaugh, Vice President of Marketing at Independence Blue Cross: As Director of Consumer Marketing and Member Experience for Blue Cross, she braved the deadline crunch of the Affordable Care Act rollout.
- (Moderator: Sezgin Ayabakan of Temple University's Fox School of Business.)
University Innovation: Meet the Disruptors
Say goodbye to the status quo with this panel of university educators who aren't afraid of doing things differently.
- Vanessa Chan, Professor of Innovation & Entrepreneurship at the University of Pennsylvania: Chan, an entrepreneur, angel investor, speaker and educator, is perhaps best known for Loopit, her stylish, tangle-free headphones that turned heads in 2016.
- Genevieve Dion, Associate Professor at Drexel's Westphal College of Media Arts & Design: The Quebec-born Dion is a design scientist with extensive background in bespoke clothing and industrial design. At the core of her work, Dion explores novel processes that allow the metamorphosis of planar materials into unique three-dimensional forms.
- Bon Ku, MD, Assistant Dean for Health and Design and an Associate Professor at the Sidney Kimmel Medical College, Thomas Jefferson University: The founder and director of JeffDESIGN teaches future physicians to apply human-centered design to healthcare challenges. Ku has spoken widely on the intersection of health and design thinking (TEDx, South by Southwest, Mayo Clinic Transform, etc.) and serves on the Design and Health Leadership Group of the American Institute of Architects.
- (Moderator: Laurie Actman, Chief Marketing, Communications and Program Officer for the Penn Center for Innovation.)
Mayoral Tech Town Hall

We're pleased to welcome Philadelphia Mayor Jim Kenney back to Philly Tech Week for another Fireside Chat, an engaging conversation with the Technical.ly editorial staff.

Leveling Up Together: Leveraging Your Network

Who says friendship and business don't mix? This panel discussion, organized with support from BlackTech Weekend, explores the roles of friends and community in creating a business and making it thrive.

- Melissa Kimble, Founder of #BLKCREATIVES: Kimble is a New York City-based digital and social media strategist and writer who believes in using social media for good through education and empowerment. She also served as the Senior Social Media Manager for EBONY Magazine.
- Ariel Lopez, Cofounder and CEO of 2020SHIFT: Lopez is a career coach, entrepreneur and public speaker with an expertise in digital media and technology.
- Janel Martinez, Cofounder and CCO of 2020SHIFT: In addition to 2020SHIFT, Martinez writes columns and has been featured in media outlets including NBC Latino, Remezcla, Vivala and Orgullosa.com.
- Michael Tonge, Senior Marketing Manager at the Brooklyn Museum: After beginning his professional career as a corporate analyst for J.P. Morgan, Tonge switched to marketing, advertising and developing grassroots events across Brooklyn, which led him to his current role.
- (Moderator: Denayja Reese of BlackTech Week and BlackTechWeekend.)

Inside The Deal: A Conversation With Founders & Investors

Should you seek investment from venture capital firms? This panel can help you figure out if this popular road is the one for you, with advice on pitching, pros and cons, and other ways of funding your business. Score insider tips for what VCs look for and what they avoid at all costs.

- Todd Marks, Founder, CEO and President of Mindgrub Technologies: This teacher-turned-technologist founded a mobile, social and web app consultancy, working with companies and organizations in a variety of industries to bring their brand to digital. “What I hope people take away from the story of Mindgrub is that it’s possible to be on the cutting edge of technology, to innovate and to retain amazing talent as a bootstrapped startup,” he said. “It takes grit, creativity and determination, but where we are today is proof that it’s possible.”
- Morgan Polotan, Principal of Genacast Ventures: Investment expert who came to Genacast after working for Bloomberg Beta, the venture firm backed by Bloomberg.
- Aniyia Williams, Executive Director of Black & Brown Founders: Williams is committed to closing the huge wealth gap between Black and Latinx households and their White counterparts.
- Brett Topche, Cofounder of Red & Blue Ventures: With a decade and a half of venture capital and private equity experience, Brett has spent much of his career focusing on investments in ecommerce, digital media, mobile applications, marketing technologies and B2B software.
- (Moderator: Technical.ly Market Editor Stephen Babcock.)

Failure To Launch: Lessons On Launching Great Products

You’ve developed a great product — now how on Earth do you launch it successfully? This panel will share specific examples of previous launches and lessons around what worked and didn’t, with specific examples, expert advice and cautionary tales.

- Beah Burger-Lenehan, Cofounder and President of Port: The former Google product manager, technologist and IT project manager previously worked at Ticketleap.
- Caresse Duford, Director of Digital at ISL: Duford is a D.C.-based thought leader who invents digital and physical experiences for the world’s biggest brands.
- Rebecca Etter, Senior Manager Product Innovation at Acelerada, a division of Bimbo Bakeries USA: Etter is currently designing an innovation roadmap in the baked goods space. Her innovation experience extends into the snack and wine categories, where she worked in ideation and commercialization at KRAVE Pure Foods/The Hershey Company and Diageo.
- Matt Zelesko, Senior Vice President of Technology & Product, Comcast: Leader of the teams that define and deliver Comcast’s video and entertainment products, including the award-winning X1 platform, Xfinity TV applications for third-party devices and strategic partner integrations.
- (Moderator: Technical.ly Philly Lead Reporter Roberto Torres.)

Beyond The “Startup Bro”: The Future Of Founders

A diverse startup community is a thriving startup community that’s ready for the future. This panel asks how investors and current founders can encourage more people of color and women to start their own ventures and support diversity in the

startup world. “Studies show that innovation competitiveness and diversity go hand in hand,” notes moderator Karina Sotnik of the University City Science Center. “Our esteem panel of experts will show how the power of diversity leads to business and personal success.”

- Shelly Bell, Founder of Black Girl Ventures: Dedicated to finding creative solutions to dissolve the race and gender gap in access to capital, her mission is to expose women of color to economic independence via empowerment and entrepreneurship.
- R. Narayan Chowdhury, Managing Director of Franklin Park: An investment expert, Chowdhury is responsible for the analysis and evaluation of private equity investment opportunities, monitoring his clients’ portfolios and conducting industry research.
- Arlan Hamilton, Founding and Managing Partner of Backstage Capital: Built a venture capital fund from the ground up, while homeless, that is dedicated to minimizing funding disparities in tech by investing in high-potential founders who are of color, women and/or LGBT.
- Cat McManus, Research Consultant for EdTech, the “unconventional classroom” resource.
- Archna Sahay, Senior Consultant for J Nowak Strategy: The former Director of Entrepreneurial Investment for the City of Philadelphia is a big-time influencer in the region.

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Title: Peirce College Job Fair

Author: Main Line Today Staff

Link: <http://www.mainlinetoday.com/Main-Line-Today/Calendar/index.php/name/Peirce-College-Spring-Job-Fair/event/29509/>

Date: April 26, 2018

Peirce College, Philadelphia's leading college for working adults, will host a free public Spring Job Fair Thursday, April 26, from 3-6 p.m. at its campus at 1420 Pine St.

Local recruiters from a variety of employers, including Congreso de Latinos Unidos, Fox Rothschild LLP, Philadelphia Gas Works (PGW), the Philadelphia Police Department, Beneficial Bank, and many more, will be on hand to meet with job seekers for full-time and part-time positions and internships. This is a great opportunity to learn about professional opportunities in the region and to find out what they look for when hiring a candidate.

KEY THINGS TO REMEMBER:

- * Candidates of all experience levels and industries are encouraged to attend
- * Please come prepared with several copies of your resume
- * Research the companies you are interested in pursuing
- * Dress professionally (business or business casual)

Some companies may do on-the-spot interviews. Be ready to show them why you are right for the job!

If you have any questions, contact Peirce College at 215.670.9202 or cds@peirce.edu. RSVP at peirce.edu/jobfair.