

## Grow Faster With B2B Strategies

### Panelist and Speaker Bios

#### Keynote: "How B2B Strategies Can Grow Your Business Faster" ... Ruth Stevens, Business Consultant, Author, Educator

Ruth P. Stevens consults on customer acquisition and retention, for both consumer and business-to-business clients. She has held senior marketing positions at Time Warner, Ziff-Davis, and IBM, as well as two startups. Ruth teaches graduate students at NYU and Columbia Business School, and lectures at business schools around the world. Ruth is past chair of the Business-to-Business Council of the DMA. Crain's BtoB magazine named Ruth one of the 100 Most Influential People in Business Marketing. Ruth is the author of *B2B Data-Driven Marketing: Sources, Uses, Results*; *Maximizing Lead Generation: The Complete Guide for B2B Marketers*; and *Trade Show and Event Marketing: Plan, Promote, Profit*. She serves on the boards of HIMSS and the HIMMS Media Group, and the Business Information Industry Association. She serves as a mentor for the ERA New York business accelerator. She has studied marketing management at Harvard Business School and holds an MBA from Columbia University.



#### Workshops Round One

#### SPEAKER "Is Your Website Open for Business?" ... Byron Hsu, Co-Founder, CTO, Paragon One

Byron Hsu is the Co-Founder & CTO of Paragon One, the first platform offering fully managed virtual internships to help companies create quality work from motivated talent. Byron previously founded Modern Everyday, a data-driven ecommerce retailer of general merchandise with over \$15M in revenue at the time of acquisition in 2014 by NASDAQ-listed Livedeal Inc. Previously, Byron founded Xenon Project, a remote control toy company which was ranked by Inc Magazine as the 4th fastest growing privately-held retailer in the United States. Xenon Project was acquired in 2012 by a private group. Before that, Byron co-founded Rallypoint Inc., a military R&D firm which delivered on government contracts worth over \$1M. Byron holds both a Master of Engineering and B.S. degree in Electrical Engineering and Computer Science, as well as a B.S. in Materials Science and Engineering from the Massachusetts Institute of Technology.

#### PANEL: "Finding The Best Prospects and Clients For Your Business"

#### Moderator: Debbie Gibb, SVP/GM of Corporate & Industry Partnerships and B2B Executive

#### Education at The New School

Debbie Gibb is a highly effective business leader with more than 20 years of experience in the financial services industry and a track record of building and growing successful B2B organizations. Debbie now applies her expertise in strategy, operations, and business development at The New School, where she has led Corporate Partnerships and Industry Engagement since 2015. In this role, she develops and nurtures industry partnerships that advance the mission of the university and create new opportunities to elevate faculty and student scholarship. Debbie engages with organizations to address their unique business opportunities and challenges through customized partnership programs that draw on the intellectual and creative talents of the New School community. Before joining The New School, Debbie held numerous positions in business development, client management, acquisitions, strategy, operations, consulting, and risk management at American Express. She earned a Master of Business Administration at Huron University and a Bachelor of Arts in Political Science at Wayne State University.

#### Panelists



#### Victor Adefuye, Partner, Winning by Design

Victor is a Partner and Sales Architect at Winning by Design, where he helps companies to develop strategy, build and scale their B2B sales efforts with Sales as a Science Methodology. He is passionate about helping salespeople to reach their highest potential. Victor graduated from Duke University and received a law degree from George Washington University.

**Leslie C. Cohen, Consultant; EIR, Numa Accelerator**

Leslie Cohen is an advisor and consultant to startups in the retail, consumer goods and media sectors. She currently serves as the EIR at the global accelerator, NUMA. She was the Executive Director of XRC Labs, an accelerator for innovation in retail and consumer goods. While there, she recruited robust mentor and investor networks (angels and VCs), built the curriculum, reviewed 1500+ applications and directed the day to day operations of the program and the acceleration of the startups. Her career also included serving as an adjunct professor at Parsons School of Design; at the New School the Managing Director of Technology Ventures at IMG Artists; Sony Music, Leslie led the company's introduction of several new retail-based and digital products and formats, including DVD, Blu-ray, and e-commerce sites. Leslie holds a BA in Communications from the University of Pennsylvania's Annenberg School of Communications and an MBA from Yale University School of Management. Her volunteer and non-profit activities support women and children at risk, the arts and political campaigns.

**Alexis Coyle, Director of Corporate Partnerships, The New School**

Alexis Coyle focuses primarily on the Parsons School of Design and creates industry partnerships with fashion organizations. These partnerships include classroom engagements, executive education and licensing opportunities for the university. Having over ten years of partnership experience through her time at Scholastic Publishing, Time Inc. and most recently Women's Wear Daily, Alexis seeks to craft bespoke, custom partnerships with longevity. Past partners include American Express, Mastercard, McKinsey, and SAP. Alexis currently resides in New York City and holds a B.A. in Art History from the College of the Holy Cross.

**Marina Levine, Co-Founder, President & Creative Director, Greenwich Indivisible**

Marina Levine is a footwear executive with a diverse footwear development and marketing background via designing for footwear companies as well as with her own brands, Due Farina and Greenwich Indivisible, selling to major retailers like Nordstrom. She has worked for companies such as Schwartz & Benjamin, Highline United, Rebecca Minkoff, Tahari, Ellen Tracy, and many Private Label Brands. She has spent years developing sourcing and wholesale relationships. More recently, she worked with a footwear company owned by a Chinese factory group; developing an understanding of the potential of vertical relationships. She believes that the only path for the survival of the fashion industry is a DTC or factory direct model.

**Workshops Round Two****SPEAKER "Creating Great Content Marketing ?" ...Maisha Walker, Founder, President Message**

Medium

Founder and President of Message Medium, a digital marketing agency that helps new and reinvented brands to harness the power of the Internet and create a dynamic, interactive and profitable presence online. She has been creating websites and online marketing campaigns for more than 22 years.



Maisha has worked on digital marketing campaigns with Mars Chocolate, Columbia University, Unilever, WJ Detusch (the owner of Yellow Tail wines), NBA player Kyle Lowry, Save the Children and more. Maisha is a featured online columnist with Inc. Magazine, and a 1994 graduate of Princeton University.

**SPEAKER "Driving Your Online Business with Powerful Digital Marketing Tools and Strategies**

...Ethan Tishchenko, Business Consultant and Certified SCORE Mentor

Ethan Tishchenko a business consultant who has helped numerous US start-ups, entrepreneurs and small businesses grow and become more profitable by developing Digital marketing and Sales strategies. He has 18 years of Sales & Marketing experience within multiple industries and countries. A former executive with some of the largest multinational companies in telecommunications, IT and ecommerce logistics. He is also a Certified ScrumMaster® who has implemented sales change management across companies using Agile principles. He holds an Executive MBA with the Antwerp Management School and is a certified business mentor for SCORE NYC.