

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 was formerly VP/GM Business Development, Sales Strategy/Operations/Enablement, Partnership Management at American Express. At The New School she created a for profit center focusing on B2B businesses leveraging the assets at The New School, students and professors to design custom solutions and programs for companies. These have included a B2B Executive Education program, plans for licensing, royalties or revenue streams from New School expertise in media, fashion, etc. and go-to-market strategies for other client companies



Panelists



Victor Adefuye, Founder, Dana Consulting

Victor Adefuye is the founder of Dana Consulting, a firm based in Manhattan that helps start-up companies bring new business-to-business products and services to market. As a partner at Winning by Design, he helps companies design, build and scale their sales efforts with the Sales as a Science Method. He graduated from Duke University and received a law degree from George Washington University.

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.



Matt Wilkerson, Co-Founder and CEO, Paragon One

Matt Wilkerson is a 2x entrepreneur, angel investor, and Massachusetts Institute of Technology alum with experience in e-commerce, edtech, international business development, startup operations, product strategy, China-US, venture investing, fundraising, finance, and HR. Co-Founder & CFO at AHAlife.com, the global online marketplace for artisan and luxury goods, listed on the ASX. Co-founder & CEO of Paragon One, the Career-Center-as-a-Service for young students and institutions, and a graduate of YCombinator.



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 reinvested 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.

