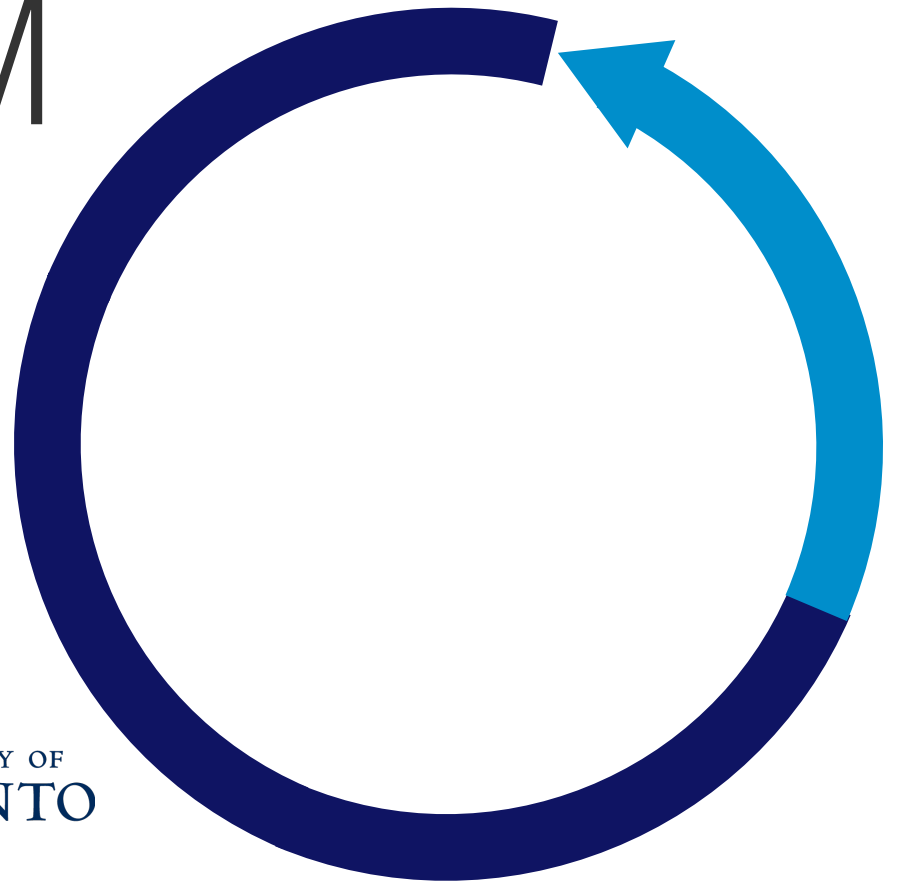


THE

FEBRUARY 21, 2019

# REACH

SYMPOSIUM



Center  
for Inclusive  
Growth

**munk school**  
OF GLOBAL AFFAIRS & PUBLIC POLICY



UNIVERSITY OF  
**TORONTO**

# AGENDA

8:30 am

## REGISTRATION & LIGHT BREAKFAST

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9:00 am

### OPENING REMARKS

**Parag Mehta**, Executive Director & Senior Vice President, Mastercard Center for Inclusive Growth

### SYMPOSIUM LAUNCH

**Professor Joseph Wong**, Ralph and Roz Halbert Professor of Innovation, Munk School of Global Affairs and Public Policy; Vice-Provost and Associate Vice-President, University of Toronto

9:30 am

### REACH PROJECT REPORT LAUNCH

**Presented by: Reach Project Alumni**

11:00 am

## COFFEE BREAK

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11:30 am

### A LOOK AT THE FUTURE OF THE REACH PROJECT

**Presented by: 2018-19 Reach Project Researchers**

12:00 pm

### **ONE:** REACH IN FRAGILE STATES

This session examines what we can learn from the private, public and civil society sectors about how to reach the hardest to reach in the context of fragile states.

**Led by: Jean-Nicolas Beuze**, UNHCR Representative in Canada

**Tara Nathan**, Executive Vice President, Humanitarian & Development, Mastercard

**James Thuch Madhier**, Founder & Executive Director, Rainmaker Enterprise

**Alan Hamson**, Director of Strategic Planning and Coordination, Peace and Stabilization Operations Program, Global Affairs Canada

1:00 pm

## LUNCH BREAK

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2:00 pm

### **TWO:** COST OF REACH

This session draws on policy experts, business thinkers, and civil society leaders to share ideas about how we can leverage policy knowledge with business strategic know-how to mitigate the cost of reach.

**Led by: Dr. John McArthur**, Senior Fellow, Brookings Institution & Senior Advisor, UN Foundation

**Matt Berg**, Chief Executive Officer, Ona

**Edward Wilson**, Director, Center for Health Logistics, John Snow Inc.

**Margaret Biggs**, Matthews Fellow in Global Public Policy, School of Policy Studies, Queen's University

3:00 pm

## COFFEE BREAK

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3:30 pm

### **THREE: REACH AT THE FRONTLINES**

This session brings together practitioners who have worked on the frontlines, to provoke discussion on how to ensure frontline workers are delivering high quality services that are responsive to local needs.

**Led by: Dr. Erica Frank**, Canada Research Chair & Professor in the School of Population and Public Health, University of British Columbia; Founder & President, NextGenU.org

**Dr. Karlee Silver**, Co-Chief Executive Officer, Grand Challenges Canada

**Melissa Sassi**, Startup Program Manager, IBM

**Dr. Prabhjot Singh**, Director, Arnhold Institute for Global Health & Chair, Department of Health System Design and Global Health, Mount Sinai Health System

4:30 pm

### CLOSING REMARKS

**Professor Vivek Goel**, Vice President, Research and Innovation, University of Toronto

4:45 pm

### SYNTHESIS

**Professor Joseph Wong**, Ralph and Roz Halbert Professor of Innovation, Munk School of Global Affairs and Public Policy; Vice-Provost and Associate Vice-President, University of Toronto

5:00 pm

### LAUNCH VERIOWN & (EN)VISIBLE SOLUTIONS MARKETPLACE

**Steve Johanns**, Founder, Veriown Global

**Mark Kaplan**, Partner, (en)visible

5:15 pm

### **VERIOWN & (EN)VISIBLE SOLUTIONS MARKETPLACE, COCKTAILS & HORS D'OEUVRES**

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# A MESSAGE FROM THE REACH PROJECT

It has been said that development is about delivery: the will and ability to deliver interventions to very poor and vulnerable people in order to help improve their lives. The development “space” is filled with great ideas and innovative solutions, from technological interventions to new policy initiatives. But the effects of these potentially game-changing ideas are severely mitigated if they do not actually get to the people they are intended to benefit. We think of this challenge in terms of “reach.” Solutions can only solve problems if they reach those who need them most.

**At the Reach Project, we’re all about getting [important stuff] to everyone, everywhere.**

Those who live at the base of the pyramid – the poorest of the poor and the most vulnerable – are also the hardest to reach. Many are homeless or live far in the countryside. They might lack formal identification, or they are socially marginalized because of their ethnicity or gender. As Anthony Lake of UNICEF puts it: “Disaggregate the data and we find that our statistical national successes are masking moral and practical failures. People are left behind simply because they live in rural communities or urban slums, in conflict zones, as part of indigenous groups, with disabilities or because they are girls.”

The Reach Project focuses on the delivery of development interventions to those who need them most and who are hardest to reach. We are a research initiative supported by a partnership between the Munk School of Global Affairs and Public Policy at the University of Toronto and the Mastercard Center for Inclusive Growth. The Reach Project is led by Professor Joseph Wong, along with other faculty members from various disciplines at the University. The Reach Project team is composed of researchers from across the University of Toronto.

**JOSEPH WONG**, Ralph and Roz Halbert Professor of Innovation, Munk School of Global Affairs and Public Policy; Vice-Provost and Associate Vice-President, University of Toronto



Joe teaches inter-disciplinary courses with Engineering, Management and Public Health, and was honored with the Faculty of Arts and Science Outstanding Teaching Award in 2013. Joe has been a visiting scholar at Harvard, Oxford, and other institutions in the US, Asia, and the UK. He has worked with international organizations and governments in Asia, Africa, the Americas, and Europe. His current research focuses on poverty and innovation, which led him to create the Reach Project at the Munk School of Global Affairs and Public Policy. With support from the MasterCard Center for the Inclusive Growth, the Reach Project features student-led research and fieldwork on the challenges of social policy implementation and development in low and middle income countries. Joe holds a B.A. (Hons.) from McGill University, and an M.A. and Ph.D. in Political Science, from the University of Wisconsin-Madison.

# A MESSAGE FROM THE MASTERCARD CENTER FOR INCLUSIVE GROWTH

The Center for Inclusive Growth is the philanthropic hub at Mastercard. Established as independent subsidiary, the Center seeks to ensure that the benefits of an expanding economy accrue to all segments of society. Through research, data philanthropy, programs and strategic engagement, the Center addresses the dual challenges of income and information inequality to advance equitable and sustainable economic growth and financial inclusion around the world.

Through our partnership with the Reach Project and the Munk School of Global Affairs and Public Policy, the Center is committed to advancing actionable insights on programs and policies that successfully reach hard to reach low-income populations to help drive inclusive growth in developing countries.

**PARAG MEHTA**, Executive Director & Senior Vice President,  
Mastercard Center for Inclusive Growth



Parag is responsible for implementing the strategic vision of the Center and overseeing its global programs, data & research initiatives and strategic engagement. Prior to joining Mastercard, Parag served as Chief of Staff and Senior Advisor to the 19th Surgeon General of the United States. In that capacity, he organized a series of campaigns to address some of the most pressing public health issues of our time. Parag also spent more than four years directing communications for a civil rights agency in the U.S. Department of Labor and served on Barack Obama's presidential transition team as a liaison to the Asian American and Pacific Islander communities and to LGBT Americans. Parag has been a member of the U.S. Government's Senior Executive Service and held a number of leadership positions in advocacy organizations and political campaigns. Parag holds a B.A. from The University of Texas at Austin, and as M.P.A. from Syracuse University.

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# THE REACH TEAM



**KIRSTYN KOSWIN**  
Research Officer

Through her role with the Reach Project, Kirstyn has led research teams in India, Jordan, Rwanda, Sri Lanka, and Tunisia. She is particularly interested in the delivery of services to populations affected by violent conflict. Kirstyn holds a B.A. (Hons.) from McGill University, and a Master of Global Affairs from the Munk School of Global Affairs and Public Policy at the University of Toronto.



**MARIN MACLEOD**  
Strategic Engagement Officer

Marin is a Reach Project alumna, and the Knowledge Management & Translation Coordinator at Grand Challenges Canada. Marin is a public health professional with field experience in Botswana, Cambodia and Jordan working on various global health topics, as well as at the World Health Organization in Geneva. Marin holds a B.A. (Hons.) from Queen's University, and a Master of Public Health (Global Health Emphasis) from the Dalla Lana School of Public Health at the University of Toronto.



[reachproject.uoft.com](https://reachproject.uoft.com)



[reachproject.munkschool@uoft.com](mailto:reachproject.munkschool@uoft.com)



[@reachprojectut](https://twitter.com/reachprojectut)

# REACH PROJECT PAST & PRESENT

## REACH PROJECT ALUMNI (2015-2018)

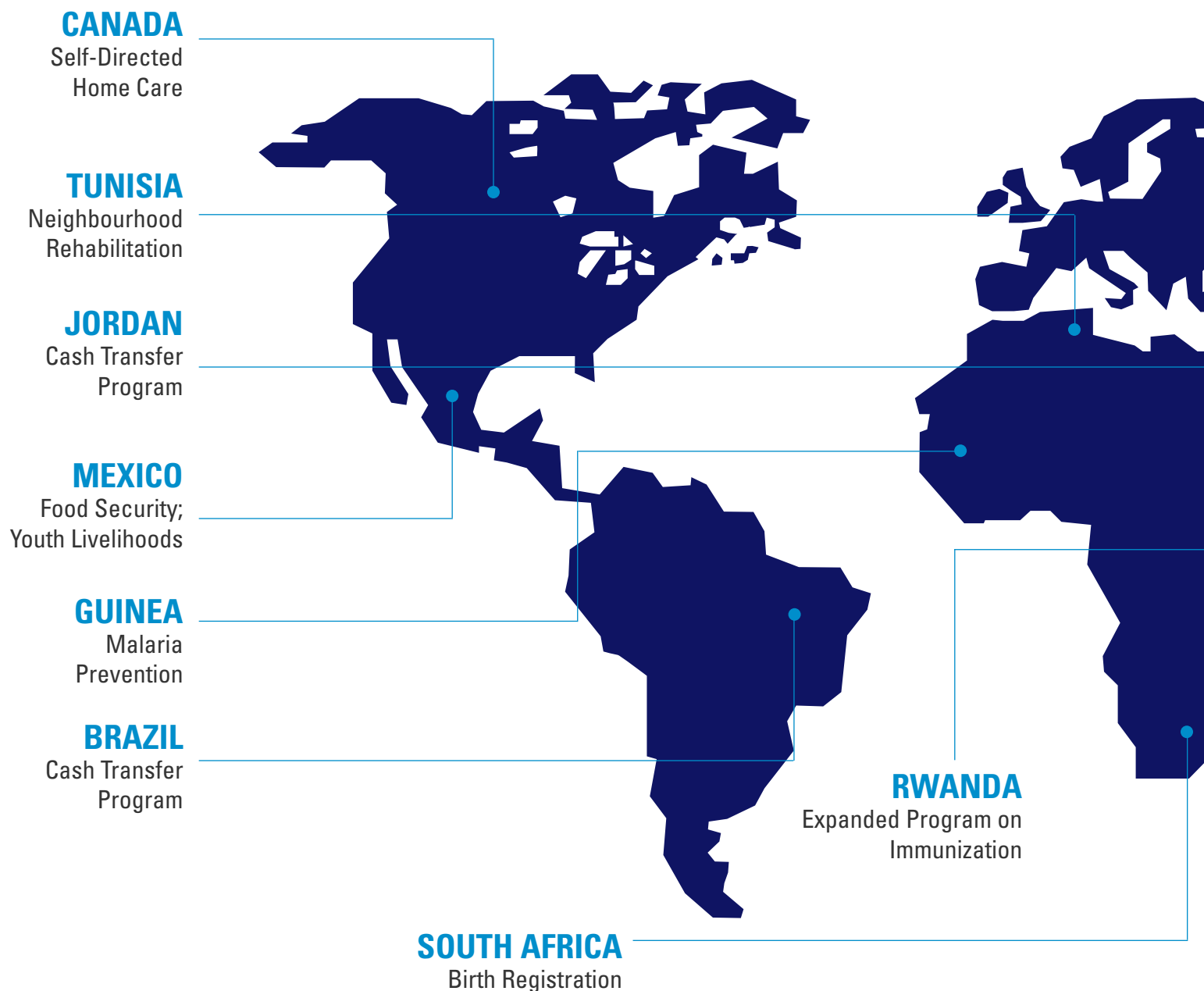
**Abrar Ahmed**, Undergraduate Student, University of Toronto  
**Adam Sheikh**, Undergraduate Student, University of Toronto  
**Aditya Rau**, Analyst, Mastercard Centre for Inclusive Growth  
**Alex Waud**, Public Sector Consult, Traverse  
**Alissa Wang**, JD/PhD Student, University of Toronto  
**Andrea Macikunas**, Medical Student, University of Western Ontario  
**Anthony Marchese**, Graduate Student, Peking University  
**Ariel Sim**, Director of Design Anthropology, MaRS Solutions Lab  
**Aylin Manduric**, Law Student, University of Toronto  
**Cadhla Gray**, Research Associate, Institute for Canadian Citizenship  
**Carol Drumm**, Law Student, University of Ottawa  
**Cheryl Young**, Resident Physician, University of British Columbia  
**Clara Ban Kim**, Reach Project Alumna  
**Daniel Park**, Naval Warfare Officer, Royal Canadian Navy  
**Elizabeth Assefa**, Humanitarian Consultant  
**Heather McAlister**, Program Analyst, Health Canada  
**James Bao**, Medical Student, University of Toronto  
**Jillian Sprenger**, Undergraduate Student, University of Toronto  
**Joudy Sarraj**, Undergraduate Student, University of Toronto  
**Joy Dawkins**, Nursing Policy Analyst, Registered Nurses' Association of Ontario  
**Julia Robson**, Medical Student, Queen's School of Medicine  
**Kara Hounsell**, Medical Student, University of Toronto  
**Kimberly Skead**, PhD Student, University of Toronto  
**Kourosh Houshmand**, Graduate Student, Peking University  
**Kyle Jacques**, Consultant, UN Peacebuilding Fund  
**Mariam Naguib**, Medical Student, University of Toronto  
**Marin MacLeod**, Knowledge Management & Translation Coordinator, Grand Challenges Canada  
**Natalie Boychuk**, Undergraduate Student, University of Toronto  
**Nicoli Dos Santos**, MSW Student, University of Toronto  
**Nikhil Pandey**, Law Student, University of British Columbia  
**Nina Da Nobrega Garcia**, Director of Business Development, Brazil-Canada Chamber of Commerce

**Rachel Bryce**, JD/MGA Student, University of Toronto  
**Saambavi Mano**, Law Student, University of Toronto  
**Sarah Ray**, Reach Project Alumna  
**Shruti Sardesai**, Junior Programme Assistant, Pearl Initiative in the United Arab Emirates  
**Simran Dhunna**, MPH Student, University of Toronto  
**Siobhan Bradley**, Consultant, UNICEF  
**Stephanie Lim**, Graduate Student, University of Oxford  
**Sydney Piggott**, Manager of Programs and Projects, YWCA Canada  
**Talha Sadiq**, Policy Analyst, Natural Resources Canada  
**Tina Vulevic**, Undergraduate Student, University of Toronto  
**Wendy Wang**, Medical Student, University of Calgary

## CURRENT REACH PROJECT RESEARCHERS

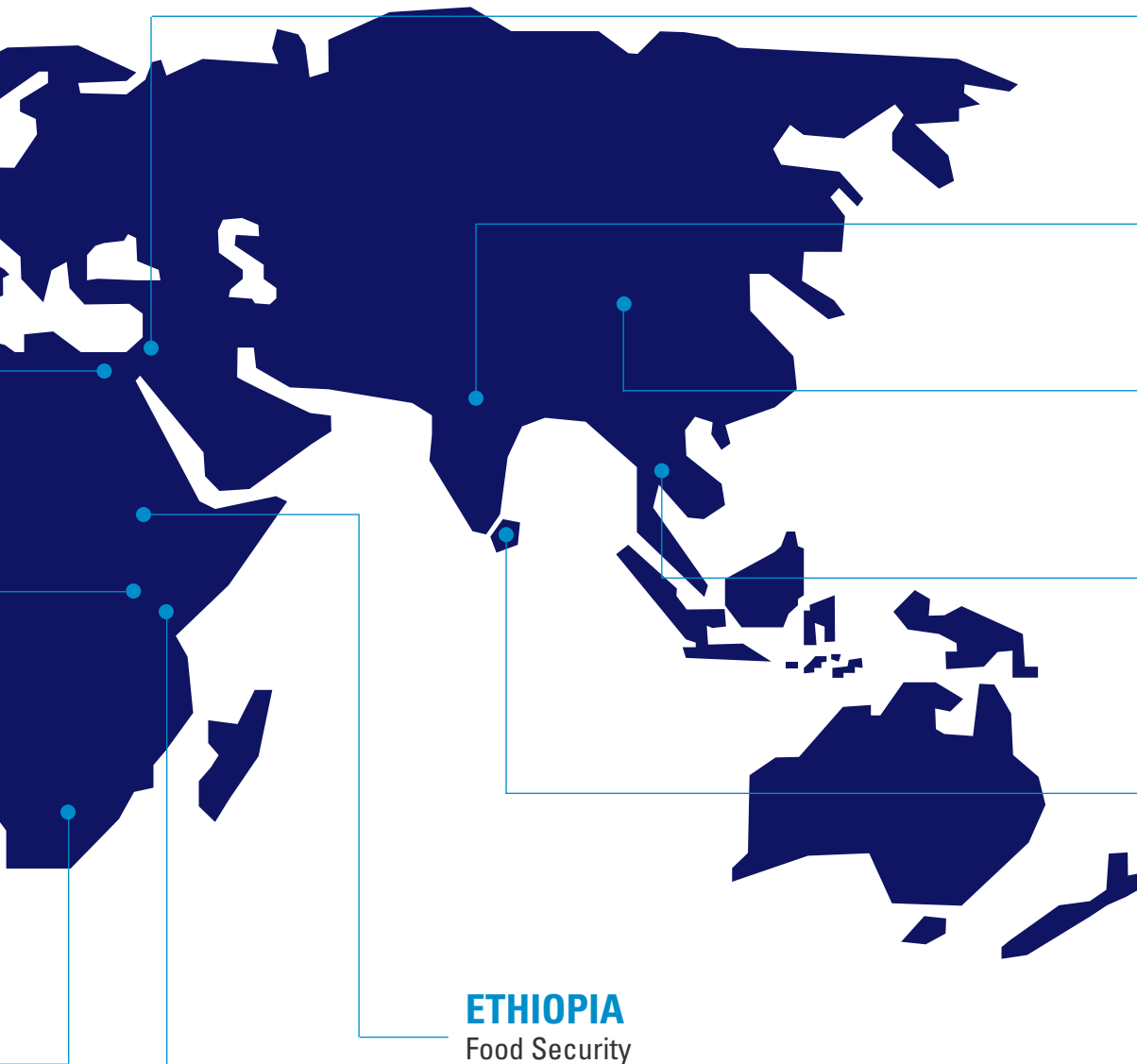
**Alejandra Bellatin**, Undergraduate Student, University of Toronto  
**Angela Min Yi Hou**, Undergraduate Student, University of Toronto  
**Anushree Warriar**, MGA, University of Toronto  
**Azana Hyder**, Undergraduate Student, University of Toronto  
**Anowa Quarcoo**, MGA/MBA Student, University of Toronto  
**Ben Sprenger**, Undergraduate Student, University of Toronto  
**Hannah Rundle**, MGA Student, University of Toronto  
**Jordan Imahori**, Undergraduate Student, University of Toronto  
**Maya Zhang**, MEng Student, University of Toronto  
**Megan Mattes**, MGA Student, University of Toronto  
**Noura Aljizawi**, MGA Student, University of Toronto  
**Peter Zhang**, PharmD Student, University of Toronto  
**Rushay Naik**, Undergraduate Student, University of Toronto  
**Sampreeth Rao**, Medical Student, University of Toronto  
**Stacy Attah-Poku**, MSW Student, University of Toronto  
**Tanvi Shetty**, MGA Student, University of Toronto  
**Anna Reid**, MSc Student, University of Toronto  
**Margaret Jaimeson**, MSc Student, University of Toronto  
**Emma Amaral**, MGA Student, University of Toronto  
**Nida Shahid**, PhD Student, University of Toronto  
**Siddhartha Sengupta**, MGA Student, University of Toronto  
**Hartlee Zucker**, LLM Student, University of Toronto  
**Fernando Duque De Estrada Elizondo**, MGA/MBA Student, University of Toronto

# THE REACH PROJECT





# AROUND THE WORLD



## PALESTINE

Cash Transfer Program

## INDIA

Unique ID; Polio Eradication;  
PURA Scheme

## MONGOLIA

Solar Power

## THAILAND

Elimination of Mother-to-Child  
Transmission of HIV

## SRI LANKA

Malaria Elimination

## ETHIOPIA

Food Security

## TANZANIA

Route Optimization for  
Life-Saving Medicine

# SESSION

## REACH IN FRAGILE STATES

**Fragile states are where reach is hardest to achieve, and yet, these are precisely where reaching the hardest to reach is imperative to facilitate inclusive growth and development.** In Jordan, for example, we see a creative public-private partnership to deliver cash transfers to refugees who are living outside of camps.

### PANEL LEAD & SPEAKERS

#### PANEL LEAD

**JEAN-NICOLAS BEUZ**, UNHCR Representative in Canada



Jean-Nicolas has worked for more than 20 years with the United Nations in the areas of Human Rights (OHCHR), Peacekeeping (DPKO) and UNICEF at Headquarters and in the field (Cameroon, Democratic Republic of Congo, Uganda, Afghanistan and the Middle-East and North Africa region) before joining UNHCR in Lebanon as Deputy Representative for Protection and Inter-Agency Coordination. He was previously appointed as the Deputy Director of the Human Rights Unit of UN Peace-Keeping/DPKO mission in Afghanistan/UNAMA, focusing on women's rights, elections, poverty and the protection of civilians. Jean-Nicolas Beuze holds a LL.M in international human rights law from Essex University, a M.A. from the Graduate Institute of International & Development Studies.



## **TARA NATHAN**

Executive Vice President, Humanitarian & Development, Mastercard

Tara leads the company's strategy to develop and scale products & solutions for the Base of the Pyramid. Prior to this role, Tara served as chief executive officer of Mobile Payment Solutions. In this role, she led the innovation and commercial development of the Mastercard Mobile Payments Gateway, an open mobile payment processing platform. Before joining Mastercard, Tara headed Citigroup's cross-sell business and also held various management roles across Citigroup's retail banking business including Commercial Banking, Risk, and Operations. Prior to joining Mastercard, Tara was a diplomat in the United States Foreign Service serving posts in Taiwan, Japan and China. Tara holds a BSFS from the Georgetown School of Foreign Service and an MBA from The Wharton School of Business.

## **JAMES THUCH MADHIER**

Founder & Executive Director, Rainmaker Enterprise

James oversees operations of The Rainmaker Enterprise. James is originally from Tonj, South Sudan, where he lived until age 15 before relocating to Kakuma Refugee Camp in northern Kenya during the Sudanese civil war. James came to the University of Toronto in 2014 through the World University Service of Canada's Refugee Sponsorship Program. James has been highly involved in international cooperation and transformative social justice work, notably with the UNHCR, United Nations Alliance of Civilization and the European Union, where he has been celebrated as a burgeoning leader and advocate in high-level discussions on trade for inclusive and sustainable growth. James is pursuing a BA in Peace Conflict and Justice Studies at the University of Toronto.



## **ALAN HAMSON**

Director of Strategic Planning and Coordination, Peace and Stabilization Operations Program, Global Affairs Canada



Alan has also worked in the Department of Foreign Affairs and International Trade's Human Rights, Humanitarian Affairs, and International Women's Equality Division and in the Security and Intelligence Secretariat of the Privy Council Office. Postings overseas have included Beijing, China, where he had concurrent accreditation to Mongolia; Kandahar, Afghanistan, where he worked with the Provincial Reconstruction Team; in Kabul, Afghanistan, and as Ambassador of Canada to South Sudan. Alan also undertook a short assignment at the Permanent Mission to the United Nations, in New York City, and served with the International Committee of the Red Cross in southwest Colombia. He is a graduate of the National Security Programme at Canadian Forces College. Alan holds a B.A. (Hons) from McGill University, an LLM from University of London, and an MPA from the Royal Military College.

# SESSION

## THE COST OF REACH

**The marginal cost of covering the last mile is especially steep. If we aspire to achieve truly inclusive growth and development, we need to mitigate and better manage these costs.** For example, Coca-Cola is working with local partners in Tanzania to develop route optimization programs to increase distribution efficiency and reduce cost.

### PANEL LEAD & SPEAKERS

#### PANEL LEAD

**JOHN MCARTHUR**, Senior Fellow, Brookings Institution & Senior Advisor, UN Foundation



John is also a senior adviser to the UN Foundation and board governor for the International Development Research Centre. He was previously the chief executive officer of Millennium Promise, the international nongovernmental organization and served as manager and deputy director of the UN Millennium Project, the advisory body to Secretary-General Kofi Annan. He has been a senior fellow with the Hong Kong-based Fung Global Institute, a faculty member at Columbia's School of International and Public Affairs, and policy director at the University's Earth Institute. A Canadian citizen, John holds a B.A. from the University of British Columbia, an MPP at Harvard, and an MPhil and DPhil in economics at Oxford, where he attended as a Rhodes Scholar.



## MARGARET BIGGS

Matthews Fellow in Global Public Policy, School of Policy Studies, Queen's University & Chairperson of the Board of Governors for the International Development Research Centre

Margaret is the Matthews Fellow in Global Public Policy at Queen's University, Chairperson of the Board of Governors for the International Development Research Centre and member of the Advisory Council for FinDevCanada. Margaret previously served as President of the Canadian International Development Agency from 2008 to 2013 and was responsible for overseeing Canada's international development and humanitarian assistance efforts worldwide. Margaret is an active contributor on issues related to Canada and global sustainable development. In 2018 she co-authored with John McArthur "A Canadian North Star: Crafting an advanced economy approach to the Sustainable Development Goals" (Brookings Institution). Margaret is Board Chair of World University Services Canada and on the Board for the Canadian Partnership on Women's and Children's Health.

## MATT BERG

Chief Executive Officer, Ona

Matt is the chief executive officer and co-founder of Ona - a Kenyan and US social enterprise dedicated to ensuring equitable access to services to those who need them most. Matt was born in Cameroon, grew up in Senegal and has lived and worked in Africa for over 15 years. Prior to founding Ona, Matt served as the ICT Director at the Sustainable Engineering Lab at Columbia University and was the country director for the Geekcorps' Mali program in Mali. Matt is a PopTech! Social Innovation Fellow and was named to the 2010 Time 100 List for his technology work in Africa. Ona was named a top 50 Genius Company by Time Magazine in 2018. Matt holds an MBA from the Thunderbird School of Global Management.



## EDWARD WILSON

Director, Center for Health Logistics, John Snow, Inc.

Edward has over 30 years of experience in pharmaceutical supply chain management, including managing complex multi-country public health projects, creating and leading project teams, and building and maintaining positive and productive client relationships with governments and international organizations. As IQC Manager for the USAID | DELIVER PROJECT, he oversaw a global supply chain that procured and delivered \$1.5b worth of medicines and medical supplies to 114 countries and a global technical support team that provided supply chain technical assistance to 65 countries. As Director of JSI's Center for Health Logistics, Edward currently oversees 30 projects across Asia, Africa, and Latin America improving access to medicines and medical supplies for a range of clients. Edward holds a B.A. from Oberlin College and an M.S. from the George Washington University.

# SESSION

## REACH AT THE FRONT LINES

Traversing the last mile means delivering products and services to the hardest to reach. Effective frontline service delivery is critical to reach, and yet it is highly variable. Those on the frontline are often the furthest from centrally based decision makers. For example, frontline workers are critical, as our research shows, in determining whether or not a mother registers her child's birth in South Africa or that an entrepreneur takes advantage of a mobile platform.

## PANEL LEAD & SPEAKERS

### PANEL LEAD

**ERICA FRANK**, Canada Research Chair & Professor in the School of Population and Public Health, University of British Columbia; Founder & President, NextGenU.org

Erica founded NextGenU.org, the world's first portal to free, accredited higher education (now being used in 193 countries). NextGenU.org partners with leading universities, professional societies, and government organizations, and is now launching the world's first free degree, a Master's in Public Health. Erica also leads the global study of the relationship between physicians' personal and clinical prevention habits, has traveled and worked in 70 countries, and is the Past President of Physicians for Social Responsibility. Erica holds an M.D. from Mercer University, and completed her residency at Yale University, and a postdoctoral fellowship at Stanford. Erica also holds an MPH degree from Emory University.



# THREE



## KARLEE SILVER

Co-CEO of Grand Challenges Canada

Karlee was recently named on the inaugural List of Canadian Women Leaders in Global Health, and co-leads Grand Challenges, one of the largest impact-first investors in Canada. With a feminist investment approach, Grand Challenges Canada has supported over 1,000 innovations in 95 countries. Prior to being appointed Co-CEO, Karlee was Vice President of Programs where she set strategy for development and humanitarian innovation initiatives, and enabled the programs, investments, and knowledge management teams to source, support, and transition to scale promising innovations for social impact in low-and middle-income countries. Karlee holds a B.S.c from the University of Winnipeg, and a DPhil in genetics and immunology from Oxford, where she attended as a Rhodes Scholar.

## PRABHJOT SINGH

Director, Arnhold Institute for Global Health & Chair, Department of Health System Design and Global Health, Mount Sinai Health System

Prabhjot directs a team that designs and tests improvements to the health care system that have the potential to scale nationally and abroad, in partnership with the communities they serve. He is also a Special Advisor for Strategy and Design at the Peterson Center on Healthcare. Previously, he was professor of international and public affairs at Columbia University and co-chair of the One Million Community Health Workers Campaign, a partnership of organizations dedicated to increasing the number and quality of health workers, with focus on reducing health disparities. He is a member of the Robert Wood Johnson Foundation Board of Trustees. Prabhjot holds an M.D. from Cornell and PhD in Neural and Genetic Systems from Rockefeller University.



## MELISSA SASSI

Startup Program Manager, IBM

Melissa partners with early stage startups and the venture capital community to evangelize IBM Z and LinuxONE, with a focus on key enablers such as blockchain and fintech. Prior to joining IBM, Melissa spent several years at Microsoft in Microsoft's Airband Initiative. Melissa is the Co-Chair of IEEE's Digital Skills Working Group within IEEE's Internet Inclusion initiative. She is the Founder and chief executive officer of MentorNations, a youth-led digital literacy movement aimed at transforming the lives of the underserved via access, skills, and utilization of technology. Melissa holds two master's degrees in supply chain and finance, and is working toward her PhD in international business at Northcentral University. Her research focus is the digital inclusion of indigenous communities.

# SOLUTIONS **MARKETPLACE** FOR THE **SUSTAINABLE DEVELOPMENT GOALS**

The Solutions Marketplace is a showcase of promising, proof of concept innovations / ideas / projects / enterprises that have poverty reduction and inclusive growth and development at their core. Innovators are students from across the University of Toronto. Symposium guests will have an opportunity to network with innovators during the marketplace cocktail hour. The Marketplace sponsors are committed to supporting the most promising projects and innovators beyond the symposium through regular consultations.



# PRESENTED BY: **VERIOWN & (EN)VISIBLE**



## **STEVE JOHANNNS**

Founder, Veriown Global Inc.

Steve has over 25 years of experience in technology, energy, infrastructure, and innovation. He is the Founder and member of the Board of Directors of Veriown Global Inc.; an innovative technology company with a focus on connecting the 1.2 billion people without access to electricity, internet, and banking systems in India and Sub-Saharan Africa. Through his work, Steve has built a global team of experts around innovation focused on delivering energy to the poorest areas in the world, as well as, advanced cloud computing internet connected microgrid innovations using fintech solutions for micro financing and micro transactions for energy, connectivity, and commerce. Steve has advised and presented to financial institutions, Universities, as well as, government and utility officials in developing markets.

## **MARK KAPLAN**

Partner, Envisible, LLC

Mark is a partner in Envisible, LLC, a technology focused Food Company. Prior to Envisible, Mark was Global Vice President of Sustainable Solutions at Unilever. While at Unilever, Mark led programs with Mastercard, Facebook, the Banking Environment Initiative and the United Nations. Mark is also a Member of the Board of Directors of the Sustainable Oceans Alliance Founded at Georgetown University. Before Unilever Mark was chief executive officer of start-up Tone, who led the mFish Initiative in partnership with the United States Department of State and the GSMA. The mFish Initiative is a public-private partnership that aims to make fishing more sustainable and improve the lives of fishermen and their communities by developing practical solutions that use the power of commercially viable mobile technology. Mark has implemented mobile marketing platforms reaching over 30 countries with brands like Coca-Cola, P&G, ESPN, Nike Jordan and PayPal. Mark has a BA from the Boston University College of Communications.







GETTING

[IMPORTANT]  
STUFF]

TO EVERYONE

EVERYWHERE