

## Startup Global Women

Harnessing the Power of Global Markets for Women-Owned Businesses

### Bessie Schwarz

*CEO & Co-Founder,  
Cloud to Street*

Bessie Schwarz is the CEO and Co-founder of Cloud to Street, the leading platform for monitoring, mapping, and analyzing floods and flood risk around the world for the most climate vulnerable communities and governments. She is an expert in designing and implementing products for low and middle income countries and communities, as well as in Human-Centered Design for empirically based disaster response tools. Her technical training is in geospatial analytics and social psychology, with a focus on risk and climate change communication.



Bessie serves as the Senior Strategy Advisor to the Yale Program on Climate Change Communication, where she founded a consulting practice to support campaigns with climate communication research and models. She has a Masters of Science from Yale University and a BA in Philosophy and Environmental Science and Technology from Carleton College, and is an Echoing Green Fellow, Draper Richard Kaplan Entrepreneur and Miller Center Scholar.

Bessie is a community organizer by training and at heart. She has worked with communities vulnerable to climate change across the US and led national campaigns on climate and energy policy.

### Kimberly Smith

*Founder,  
Marjani Beauty*

As an Ivy League trained attorney, Kimberly advised companies navigating the complex regulatory world of the health care industry, but growing up, Kimberly always had a passion for fashion and beauty. “I can remember being one of the few girls who always wore heels and a full face of make up to class on my college campus,” says Kimberly. “Expressing myself through different hairstyles, make-up, and fashion, has always been fun for me.”



When she's not navigating the health care industry, Kimberly is an avid traveler. "When I'm on a trip I love picking up different finds from across the globe," says Kimberly. "Whether it's argan oil from Morocco, ayurvedic oils from India or cocoa butter from Costa Rica, I'm a natural curator of beauty products."

In traveling the world, Kimberly has marveled at the beauty of women of color, "our varying shades, hair textures and physical features." But, she has also observed that those very special qualities she holds dear are often not reflected in society's standard of beauty. It is because of that, "our specific needs when it comes to beauty and cosmetics often go unfulfilled." This is what Marjani is about. "We aim to not just be a retailer, but a community where shopping is a fun, memorable experience. Bringing international beauty and cosmetic products to the local consumer, and using this platform to empower women of color, across nationalities, age, hair textures and shades to embrace and claim their beauty."

Kimberly is originally from Philadelphia, PA, but now calls the District of Columbia home. She attended Penn State and University of Pennsylvania Law School, and is a proud member of Alpha Kappa Alpha Sorority, Inc.

## Ana Cecilia Flores

*Co-Founder & COO,  
Webee Corporation*

Ana Cecilia is a tech entrepreneur passionate about the social impact of disruptive technologies and innovation. In 2013 she Co-Founded Webee a hardware and software Internet of Things and Artificial Intelligence company based in Silicon Valley. Cecilia is the CMO and joined the founding team developing the strategy for global expansion.

Webee's goal is to democratizing the adoption of disruptive technologies to make them affordable and easy-to-implement for businesses of all sizes around the world. In July 2020 she was announced as the winner of the Female Founders Competition, a major global competition as the Best US Enterprise SaaS among 1500 applicants. The \$6M competition is organized by M12, Melinda Gate's Pivotal Venture, and Mayfield Fund.

Originally from Salta, Argentina but based in California, Cecilia is a Marketing and Communications professional with 15 years of experience in Global Corporate Marketing and Communications helping large enterprises as a cultural connection with a focus on North America, Latin America, Europe, and Asia. She worked for the Commercial and Public Sector for Xerox, focused on Transportation solutions for Urban Mobility.

She has a Master in Strategic Communications and specializes in comprehensive corporate communications, leading programs related to revenue generation through digital strategies. She is an advocate for inclusion and equal opportunities for Women in Technology, an active mentor in Stanford Latino Entrepreneur to help Latino business owners in the United States scale their businesses, a Fellow in Vital Voices VVGROW 2019, and an active member of Vital Voices Network since 2010 bringing Mentoring Walks to life in different cities of the world. Cecilia is a Board Member in We Evolution a non-profit that leads the women third revolution,



and offers her time as a speaker to share her experience to inspire women in STEM and younger generations.

## Jamaica Gayle

*Deputy Director,  
NFTC's Global Innovation Forum*

As Deputy Director of the Global Innovation Forum, Jamaica Gayle works with startup, business, education and nonprofit leaders to explore the opportunities and challenges associated with participating in the global marketplace in the digital age, and to emphasize the impacts of public policies on international trade and innovation.

Prior to joining GIF, she worked at the National Association of Manufacturers in the policy and government relations division. Jamaica holds a degree in political science from American University in Washington, DC.



## Eugenia Podesta

*Senior Director, Economic Empowerment &  
Entrepreneurship,  
Vital Voices*

Eugenia Podestá is a social entrepreneur and global connector with over 20 years of experience in non-profits, leadership, international development, capacity building, networks and ecosystem building. As Senior Director of Economic Empowerment & Entrepreneurship at Vital Voices Global Partnership, a leading international women's leadership NGO based in Washington DC, she oversees the VV GROW Fellowship, a highly competitive global one-year accelerator for women-owned small & medium sized enterprises (SMEs).



Eugenia is also co-founder of Synergy Coworking in Madison, Wisconsin, driving collaborative solutions to advance economic empowerment and leadership development for entrepreneurs, women and communities of color. Eugenia received her Juris Doctorate, Masters in Latin American Studies and BA in Spanish Literature and Hispanic Studies, and Latin American, Caribbean and Iberian Studies from the University of Wisconsin-Madison. She studied International Law at the Pontificia Universidad Católica del Perú in Lima. Born in Peru and raised in Madison, Wisconsin, she has traveled and worked with leaders and organizations across the globe.

## Sahra English

*Vice President of Global Public Policy,  
MasterCard*

Sahra English is Vice President of Global Public Policy at Mastercard. In this role, she is responsible for leading the company's global trade agenda, and leading international government advocacy strategies for major trade negotiations, including TPP, TiSA, USMCA, and other investment treaties. Among her priorities on trade policy is to protect Mastercard's interests globally, and promote electronic payments through developing policies that facilitate market access. Ms. English serves as a member of the U.S. Government's Industry Trade Advisory Committee (ITAC) on Services.



Ms. English joined Mastercard in 2000. Prior to her current role, she was chief of staff for both the Chief Product Officer and Chief Emerging Payments Officer, managing business administration, executive communication and developing strategy. She has also held several positions of increasing responsibility in the global product and business development departments. Prior to joining Mastercard, she started her career at America Online (AOL) as a financial analyst.

She holds an M.A. in International Political Economy & Development (IPED) from Fordham University, and a B.A. in Finance from Pace University. Ms. English is a co-chair of the Meridian International Center Corporate Council, and a frequent speaker at industry events including at the WTO, UNCTAD, USITC, and Harvard Business School, among others.

## Maria Luisa Boyce

*Vice President of Global Public Affairs,  
UPS*

Maria Luisa Boyce serves as Vice President for International Policy for UPS Global Public Affairs, bringing over 20 years of experience and leadership in international trade, customs issues and cross-border trade. In her current role, she advocates for UPS's priorities on Capitol Hill, supports the company's government affairs efforts in Latin America, is part of the UPS core team leading our UPS Women Exporter Program and serves as a liaison for UPS to National Hispanic Organizations.



Prior to joining UPS, Mrs. Boyce served as U.S. Customs and Border Protection's (CBP) Senior Advisor to the Commissioner for Trade and Private Sector Engagement and Director for the Office of Trade Relations. Mrs. Boyce assumed this role after serving as the Assistant Commissioner for CBP's Office of Public Affairs.

As Assistant Commissioner and Director, Mrs. Boyce advised the CBP Commissioner and senior leadership of the impact of the agency's policies and regulations on the private sector. She was also responsible for the agency's trade outreach strategy, and her efforts increased the

compliance rate and improved communications with the private sector. Mrs. Boyce managed the Commercial Customs Operations Advisory Committee (COAC) and the User Fee Advisory Committee (UFAC), as well as the relationship between COAC and CPB's Senior Staff. Mrs. Boyce was also the Small Business Ombudsman and Regulatory Fairness Representative for CBP, serving as a liaison between the international trading community and senior CBP managers.

## Jake Colvin

*Executive Director,  
Global Innovation Forum*

As Vice President for Global Trade Issues at the National Foreign Trade Council (NFTC), Jake leads the Council's work to modernize trade rules for the digital age and its engagement with multilateral institutions including the World Trade Organization (WTO) and Asia Pacific Economic Cooperation (APEC) forum. He also guides the Council's Cuba strategy and has led several business delegations to Havana.



As Executive Director of the Global Innovation Forum, Jake works to create a global hub connecting startup, business, education and nonprofit leaders to discuss international trade. Through workshops and reports, he leads GIF's efforts to elevate the opportunities that exist to be global from Day One and explore the role of government policies and programs in the success of startups and small businesses.

Jake has written about trade and foreign policy for media including Business Week, Forbes, Inc., Politico and Reuters, and has provided analysis for outlets including BBC Radio, CNBC, CNN, NBC News, NPR and Time Magazine.

## Paula Murphy

*Director, Massachusetts Export Center,  
MA Small Business Development Center Network*

Paula is founding director of the Massachusetts Export Center, part of the Massachusetts Small Business Development Center Network. She has over thirty years of international business experience in both the public and private sectors. In addition to her role at the Export Center, Paula taught graduate-level international trade at Boston University for many years. Paula speaks and writes frequently on international trade matters. She has also led the Massachusetts Export Center to receive numerous awards, including the Presidential E Award – the highest honor the federal government can give to American people, firms or organizations that have made significant contributions to the increase of American exports. She has served on the boards of several non-profit international trade organizations and is past national co-chair of the international trade committee for the Association of Small Business Development Centers. She currently serves on District Export Council of Massachusetts. She is a Certified Global Business Professional (CGBP) and a Certified U.S. Export Compliance Officer (CUSECO).



## Alyssa Tracey

*Director, International Trade,  
Michigan Economic Development Corporation*

Alyssa Tracey is the Director of International Trade at the Michigan Economic Development Corporation (MEDC), in which she oversees export growth support for small businesses across the State of Michigan.

Through engagement with small-medium sized businesses across the state, the International Trade team has facilitated over \$3.5 billion in export sales since 2011. The MEDC is a public-private partnership serving as the state's economic development and marketing arm, and lead agency for business, community, talent, tourism, and overall economic growth.

Prior to joining the MEDC in 2016, Alyssa was a Senior Economic Development Specialist for Macomb County. Alyssa has served on the Board of Directors for Women in Defense – Michigan Chapter since 2015. Alyssa holds a master's degree in Middle East and North African Studies from the University of Michigan and a bachelor's degree in International Relations from Michigan State University.



## Colleen Fisher Simons

*Regional Director, Pacific South Network,  
U.S. Commercial Service, U.S. Department of Commerce*

Colleen Simons is the Regional Director of the U.S. Commercial Service's Pacific South network. In this position, Mrs. Simons leads a field-based team of 30 client-focused trade professionals who work for U.S. exporters in California, Nevada, and Hawaii to resolve market entry barriers and identify opportunities to grow U.S. export sales.



Mrs. Simons began her career in export promotion in 2010 as a Presidential Management Fellow at the U.S. Department of Commerce working on North American trade policy issues. She has also served as a Trade Specialist in Atlanta as Director of the U.S. Export Assistance Center in Baltimore. In her 9 years with the U.S. Department of Commerce, Colleen has counseled or supervised the counseling of hundreds of businesses across a broad range of industry sectors and worked with chief executives to find solutions for their international business challenges.

Mrs. Simons received her B.A. in Political Science and Spanish and her M.A. in International Trade and Investment Policy from George Washington University in Washington, DC. She is also a Certified Global Business Professional (NASBITE) and trained as a coach through the Co-Active Training Institute (CTI).

## Tricia Van Orden

*Deputy Director, Trade Promotion Coordinating Committee Secretariat, U.S. Department of Commerce*

Tricia Van Orden is Deputy Director of the Trade Promotion Coordinating Committee (TPCC) Secretariat at the International Trade Administration (ITA) within the U.S. Department of Commerce. In this role, she coordinates trade promotion strategies across 20 federal agencies and among states and localities to support U.S. exporters and create jobs in the United States.

With a focus on small business export promotion, Ms. Van Orden also serves as the U.S. delegate to the Asia-Pacific Economic Cooperation (APEC) Forum Small and Medium Enterprises Working Group. Previously, Ms. Van Orden worked at the Inter-American Development Bank, where she managed small business ethics and capital access programs. She started her career as an aide in the U.S. Senate working on foreign affairs and international trade policies.

