

digitalundivided | JPMORGAN CHASE & Co.

BREAKTHROUGH BREAKTHROUGH

MEET THE FOUNDERS



MABEL FRIAS

LUNA MAGIC

ABOUT MABEL

CONNECT



Mabel Frías is a digital strategist with 12+ years of experience in executing digital merchandising strategies at fashion, beauty, and lifestyle brands like Macy's, Nordstrom, and Savage x Fenty, lingerie by Rihanna. Mabel holds a BA in History from New York University and an MA in History of Decorative Arts & Design degree offered jointly by Parsons School of Design and Cooper Hewitt, Smithsonian Design Museum.

A KOUTURE

FULLY CHARGED ALLERGY-FRIENDLY SNACKS

A Kouture brings years of retail manufacturing and management experience to the healthy food and wellness industry. A has worked in business development at all stages. From advising major retail and hospitality businesses as a product development consultant to scaling social-purpose ventures, A has worked in business development at all stages. Currently, A serves as the COO and co-founder of Fully Charged Allergy Friendly Snacks. Fully Charge is a gluten-free, allergy-free, better-for-you line of dessert snack products. Her work as an advisor, public speaker, and lifestyle model all contribute to the unique lens through which she examines the intersection of food, health, ethnicity, and culture.



ABOUT A KOUTURE

CONNECT





SAMORA SUBER

SAMORA LIFE

ABOUT SAMORA

CONNECT



Samora Suber is a certified NLP Life Coach and 500hr Yoga/Meditation Instructor based in Los Angeles. She is also the founder of SamoraLife.com, which helps women feel clear, connected, and confident through personal and professional development experiences. Samora has led meditation and yoga workshops for brands such as OWN: Oprah Winfrey Network, Athleta, Ethel's Club, #BlogHer, The Wing, Health Magazine, and other wellness organizations. Samora also created an expansive yoga technique, Motivational Yoga (Moga), which fuses motivational affirmations with specific yoga sequences to stimulate positive thinking, push physical limitations, and release emotional blockages.

MELANIE RAE

GUIDED BUSINESS PLAN

Since 2009, Melanie Rae has cultivated equitable access to entrepreneurship through her national GUIDED Business Plan™ training platform. Her books and classroom materials could guide an unemployed person to start, scale, and become a corporate/government supplier. In 2020 Melanie was commissioned to design a city-wide program to introduce government and corporate contracting to thousands of underrepresented business owners in Chicagoland. Her English/Spanish curriculum for scaling businesses won a City of Chicago Innovation award in 2019 for WBDC. McDonald's partnered with YWCA USA to sponsor a 6-week GUIDED Business Plan™ course to teach 350 women at 14 YWCA locations. She learns concepts quickly and packages them into engaging training products for affinity groups of entrepreneurs, from diverse vendors to retail industry suppliers. Supplier inclusion teams tap her to design and facilitate cohort-based training that includes business continuity to help diverse vendors close more deals. She has taught more than 1,500 classes, served as president of a Toastmasters International club for three years, and loves to be on a hiking trail. A graduate of Boston University and a native of Massachusetts, she resides in Los Angeles. She recently launched a subscription peer group for career professionals transitioning from employees to entrepreneurs.



ABOUT MELANIE

CONNECT





TREASURE MALLORY

NIKKI & MALLORY

ABOUT TREASURE

Handbag Designer, Leather Craft Instructor + Maker, Treasure Mallory is a California native. She's an advocate for turning dreamers into believers with a passion for the arts, creativity, and creating opportunities.

CONNECT



ENJUNAYA CANTON

ZUHURI BEAUTY



EnJunaya Canton was raised in a single-family home in Richmond, California. Though she was in trouble a lot, she graduated from high school and got two Master's degrees. She studied Chemistry at U.C. Davis never realized she would use it formulating skin and hair care solutions for her own company. She quit her six-figure job and began working at Sephora for three years while building Zuhuri Beauty. Since becoming an LLC in 2015, she has worked diligently to formulate a line of vegan, organic and non-toxic skin and hair care products for women, men, teens, and babies with various skin and hair care concerns. EnJunaya enjoys creating new Vegan recipes, exercising, traveling, spending time with her family and friends, and mentoring.

ABOUT ENJUNAYA

CONNECT





OTISHKA DANIELLE FERGUSON

DANI & DREW LLC

ABOUT OTISHKA

Otishka is a 33-year-old Bahamian. She grew up in a family-owned business that fostered her passion for entrepreneurship and working with women.

CONNECT



MONICA D. HIGGINS

GARAGIFY

Growing up, Monica helped her parents manage and renovate distressed income properties. The year after her father passed away, she witnessed something no homeowner should ever have to experience...her mother getting ripped off big time by a shady contractor. Her mother's horrific experience inspired her to become a construction manager and break down remodeling into manageable bite-size pieces via her book, "Remodel Success" an international bestseller. She wants to do the same thing with backyard homes. This time using artificial intelligence. She co-founded Garagify as a tech-enabled design and build company for backyard homes, that helps homeowners cut through the maze of complicated and confusing planning and zoning regulations. All homeowners have to do is enter their address, and Garagify's AI will take it from there. Monica's focus on observing and shaping the customer journey, as well as the customer experience has helped successful startups turn customer service into a revenue center, generating nearly \$20M in sales annually, and has optimized customer lifetime value via a strategy retaining 50% of client defections via phone.



ABOUT MONICA

CONNECT





SHEQUETA L. SMITH

SHERO COMICS

Shequeta L. Smith is a Salisbury, North Carolina native and alumna of North Carolina State University. Since 2008, she has been busy writing and directing short films, writing and creating comics, and writing award-winning screenplays that usually feature badass women. In 2019, she was one of eight screenwriters in the world selected to write a screenplay in Ron Howard and Brian Grazer's Imagine Impact screenwriting incubator program. In 2016, Smith launched the multimedia company Shero Comics, which focuses on women in comics, films, and gaming - with the mission to help women and girls uncover their superpowers. The company has released a five-part graphic novel series, Rayven Choi. In 2019, Smith partnered with Westfield Corporation and launched the only all-female comic convention in America, SheroCon, which made history as the first comic-con to ever take place inside of a Westfield property.

ABOUT SHEQUETA

CONNECT



KATHRYN COUCH

TINSEL & BOW GIFTING

Kathryn Couch is a Gifting Strategist and founder of Tinsel & Bow - a specialty gifting company in Los Angeles. She specializes in nurturing relationships through thoughtful and strategic gifting practices on behalf of her clients. Kathryn used her experience as an event planner and combined it with her passion for elevated hospitality to develop a service that facilitates the laborious practice of corporate and event gifting. An adept conversationalist, she can connect with her clients to deliver a strategy that improves retention and loyalty amongst stakeholders. Her journey into entrepreneurship began in 2015 during a sabbatical from graduate school and her career in non-profit fundraising. It was the desire to have more autonomy at work and a flexible schedule that inspired her to start her own venture. Since its inception, Tinsel & Bow has grown its client and recipient roster to include some of the most recognizable brands in the country. She hopes to build a company that offers flexible work schedules and on site daycare for working parents. Kathryn, her partner, teenage daughter, and two cats live in Long Beach. In her spare time, she enjoys learning, creating, and spending quality time with loved ones.



ABOUT KATHRYN

CONNECT





NIELLE AVERY COOK

AVERCOM VIRTUAL SOLUTIONS LLC

ABOUT NIELLE

CONNECT



Founder & Creative Director of Avercom since 2010. Nielle studied Mechanical Engineering undergrad at L.S.U. and Southern University in Baton Rouge, LA. Avercom was born in the dorms of S.U. out of a love for web design and streamlining business operations. Our Mission is to use web tools, apps, and social media to drive traffic and increase revenue. Our offerings include a wide range of solutions: Dynamic Web Development, Social Media Marketing, SEO, Digital Ad Campaigns, Product Creation, and many other customizable solutions to drive sales.

JORESA BLOUNT

GOFLYY, INC.

Joresa Blount is the founder of GoFlyy, a same-day delivery and reverse logistics startup for fashion, beauty, and wellness retailers. The self-made businesswoman credits her work ethic and persistence as the reason for her success. Not only is she supporting retailers disrupting how consumers receive goods, but Joresa is also known as an author and host. Blount released her first book, #IChoseMe: Coming Back From Heartbreak and other Bad Relationships, in December 2016. The book is her call to action for women to stop compromising their purpose with toxic relationships, including those in the workplace. Joresa created a digital talk show, The Comeback Series, to help spread her message of taking your greatest setback to propel you forward to greatness. She's been seen in Forbes discussing the most exciting technology companies and innovations. Joresa has been heard on many podcasts discussing entrepreneurship, finding purpose, and healing your heart. Named Woman to Watch by Ambition Magazine and becoming the cover girl for the inaugural issue for Faith Heart Magazine, Joresa is just getting started. You can always find her uplifting and encouraging, getting the next generation of women to stand up and speak up.



ABOUT JORESA

CONNECT





SANDRA PEREZ

SAND ONE LLC

When you see a Sand One original, you know it. With big eyes, big attitudes, and big pockets, the spray painted dolls created by East Los Angeles born artist and entrepreneur, Sand One, are the epitome of street diva femme. Raised by a single mother, graffiti maven Sand is of proud Mexican and Guatemalan ancestry, something that is reflected heavily in her work. All of Sand's dolls boast a name, story, dream, and hustle. Never shying away from the ultra feminine, Sand creates dolls that seamlessly merge the girly and the street. Many of are endowed with elongated eyelashes and razor sharp acrylic nails, reminding us all that femme does not inherently equal fragile. Her diva caricatures are larger than life, splayed across entire walls, taking up space and echoing a message of girls and women empowerment. Sand's works are part of the LA landscape and her dolls can be seen all over the city in various hoods and barrios, eating elotes, counting money, dumping boyfriends and plotting their next moves. In an interesting switch up of typical gendered stereotypes where women are usually depicted as sex objects for male desires, Sand paints men as play things and teddy bears: small, soft and dispensable.

ABOUT SANDRA

CONNECT



CLAUDIA BARRERA

BURRITOBREAK

Born in Los Angeles, raised in Baja, California, Mexico. After moving back to California, she attended Cal State LA with a degree in business/finance. She did an internship with the Los Angeles Area Chamber of Commerce and CBRE. After graduation, she decided to open BurritoBreak.



ABOUT CLAUDIA

CONNECT





TALIA BOONE

POSTAL PETALS

ABOUT TALIA

CONNECT



Postal Petals Founder & CEO, Talia R. Boone, enters the floral industry after a groundbreaking career in sports, entertainment and social impact. She brings with her over 15 years of experience in brand strategy, communications, marketing, public relations, promotions, sales and strategic partnerships. In addition to Postal Petals, she is the Managing Director of INTER:SECT, a tactical solutions agency that serves as a catalyst for pioneering ideas, collaboration and creative opportunities that exist at the intersection of sports & entertainment, business, technology, consciousness, culture and the arts to promote socially and culturally relevant conversations leading to collective action resulting in measurable social impact. Talia's passion to help drive efforts to achieve long-standing, systematic social justice spills over into anything she does and that includes Postal Petals, where messages encouraging consumers to register to vote and highlighting the frequent injustices against underrepresented communities can be found throughout the brand's site and its social media platforms. As a graduate of San Diego State University where she earned a degree in communications with an emphasis in public relations, Talia is an advocate of civic engagement and collective social change as well as a lover of art, culture and of course flowers.

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