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MEET THE FOUNDERS



BETH FRAZIER

ABOUT REAL ESTATE NY

Beth Frazier, Founder of About Real Estate NY, a full-service real estate brokerage firm serving clients in the New York City area. Their goal is to help buyers, sellers, and renters meet their real estate goals. In addition, she aims to close the racial wealth gap by educating, guiding, and supporting Black and Latino families through the homeownership process.

About Real Estate NY was founded on May 7, 2021, when she read an article in the Urban Institute about the large disparities in homeownership along racial lines. As founder & CEO of About Real Estate NY, Beth is responsible for all sales, and rentals and educating their clients through every real estate transaction.

Beth loves what she does and truly wants to do her part to help close the racial wealth gap in homeownership. To date, About Real Estate NY was featured in Browstener.

ABOUT BETH

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JOSHE ORDONEZ

AIRPALS TECHNOLOGIES INC.

Joshe is the Founder and CEO of Airpals, a B2B platform that helps teams to book and coordinate local couriers and messenger services for office and project purposes. Airpals' mission is to deliver technology capable to maximize the human potential on both sides of the logistics chain. (Shippers and delivery providers). Airpals intend to do the greatest good for individuals, communities, and the environment.

Joshe founded Airpals after a decade of struggling with logistics and supply chain in the fashion industry and other creative fields. As an operator, she found it easier to move materials and samples across countries. However, when it came to shipping project-related items locally, she faced greater challenges due to the gaps in the local logistics infrastructure. As founder & CEO of Airpals, Joshe acts as the head of the organization. Communicate with stockholders, government entities, and the general public. Lead fundraising efforts and lead the development of the organization's long- and short-term strategies. Lead the creative and development team. Manage overall operations and make major decisions affecting the organization. Manage the organization's resources. Negotiate or approve agreements and contracts for the organization. Ordonez is also responsible for defining, executing, and managing engaging digital strategies and reports along with the conceptualization and development of campaigns and other promotional content. She is responsible for implementing her creative and cultural knowledge to attract, empower and educate talent, employees, and other collaborators. Other responsibilities include directing and collaborating with Designers, Art directors, Illustrators, Animators, Marketers, and other Creatives to plan and produce high-quality content and marketing campaigns for the company. Direct and collaborate with Software Engineers, User Experience, and User Interface Designers to plan and create great digital products that can exceed customers' expectations.

Joshe firmly believes that logistics plays a vital role in the economy, and by contributing sustainable solutions in this field, other industries can create a positive impact on society. Furthermore, Ordonez sees her company as a tool to drive social and economic development by bringing more women and minorities to the tech industry. To date, Joshe Ordonez and Airpals have been featured in various national and international media outlets, including Forbes Ecuador, Techcrunch, and Rolling Stones Magazine. In 2022, Ordonez was also invited by Nasdaq to participate in their bell-ringing ceremony in celebration of Hispanic Heritage Month.

ABOUT JOSHE

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ELISA LYEW

BITTEN HEART GROUP LLC DBA ELISA'S LOVE BITES

Elisa Lyew is the owner and chef of Elisa's Love Bites, a gluten-free bakery focused on stripped-down desserts made with wholesome ingredients. Her mission centers on providing better food choices and crafting desserts with nutritious ingredients.

Elisa's Love Bites was officially incorporated in 2015, following Elisa's years as a restaurant pastry chef, making traditional desserts with profit as the focus. Her efforts to offer a better way of enjoying desserts that provided nutritional benefits pushed her to start her own business. As CEO and Executive Chef, Elisa manages the bakery's day-to-day operations including management, production, marketing, staffing, training, and more, supported by a small staff.

Elisa believes we should take care to nourish our bodies by enjoying real foods made with real ingredients and produced under fair conditions. Elisa has been featured in Food Network's Chopped, Shape Magazine, Authority Magazine, Ellas, A la Mesa, and more. In 2020, she was named Panamanian of the Month by the Consulate General of Panama in New York.

ABOUT ELISA

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CAMILLE NEWMAN

BODY BY LOVE INC.

Camille Newman is the Founder & CEO of Body by Love - a specialty retailer offering clothing, accessories, and bath leisure products that build confidence in plus-size women empowering them to live a beautiful life. Body by Love's mission is to empower plus-size women to look and feel great at any size.

The company was founded in 2021 after Camille spent 15 years in the fashion industry working in planning, buying, store execution, and pricing strategy at Ross Stores, Macy's Inc, and Hudson's Bay. She discovered her true passion while working for Lane Bryant, where she grew to understand the needs of the plus-size market. As Founder & CEO, Camille is responsible for managing successful day-to-day operations; developing revenue and marketing strategies for long-term company objectives; and managing supplier relationships with domestic and overseas vendors.

Camille is on a mission to transform products ensuring plus-size people are served - optimal design options should not be limited due to one's size. A big company highlight was Body by Love's feature in Meta's 2022 Holiday Campaign. Camille is also one of Office Depots 'Selfmade' featured entrepreneurs, a 2022 UBS & Project Entrepreneur grantee, and an I Fund Women / Caress Dream Fund recipient. Most recently Camille is a graduate of Mckinsey's 1B Accelerator.

ABOUT CAMILLE

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MELISSA GALLARDO

BONITA FIERCE CANDLES

Melissa Gallardo is the Founder of Bonita Fierce Candles, a premium heritage-focused home fragrance brand. Her mission is to revolutionize the toxic, generic home fragrance industry and create better-for-you products that cement a space for diverse, nuanced Latin@ voices and stories.

In 2020, Melissa realized the scents she grew up (Cafe Con Leche, Coquito, Horchata, and more) were not represented in the home fragrance industry. She set out to create fragrances that celebrate, honor, and represent the cultural crossroads of being Latin@ and American. As Founder & CEO of Bonita Fierce Candles, Melissa oversees product development, content strategy, marketing, and community growth.

Melissa believes being Latin@ and American is not a linear experience and that feeling of belonging, of finding your place, of being home is an experience to be celebrated. Melissa is the youngest and first Latina Founder to participate in the Ulta Beauty MUSE Accelerator and is the first Latina-owned candle brand to launch at Nordstrom.

ABOUT MELISSA

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KAYISHA THOMPSON

DE L'OR CAKERY

Kayisha Thompson is the CEO of De L'or Cakery, an Artisanal cake catering company located in Brooklyn, NY.

De L'or Cakery was founded in 2016 re-emerging out of covid-19. As founder & CEO of De L'or Cakery, Kayisha oversees its day-to-day operations, ensuring compliance with all food processing, food safety, and quality standards, attracting new customers, expanding the company, driving profitability, ensuring positive client feedback, and further recommendations through using quality and fresh ingredients and providing deliciousness and freshness of all baked items.

Kayisha believes that we can build a more connected and confident community through food. To date, De L'or Cakery has been recognized by the New Voices Essence-SheaMoisture family being selected as a finalist in their Power Tool Pitch Competition & Visa Inc. Pay It Forward. Kayisha has been featured in BuzzFeed's Cocoa Butter, Afro Tech, & Caribbean Life.

ABOUT KAYISHA

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YEMSRACH TEKLETSADIK

GET LA'LAH

Yemsrach Tekletsadik is the founder and CEO of Get La'lah, a luxury home fragrance brand inspired by her Ethiopian heritage. Her brand's mission is to inspire moments of self-care through fragrances. Get La'lah (previously Moods by Yemmie) was founded in 2020 when Yemsrach, a certified meditation teacher, saw the impact of fragrances on people's well-being. Through research and leveraging her bio-engineering background, Yemsrach founded Get La'lah as a brand that blends the beauty of self-care with the science of scents to create fragranced products that help people intentionally practice self-care.

As the CEO and CFO (Chief Fragrance Officer), Yemsrach is the visionary behind each scent and works with master perfumers to bring those visions to life. She also oversees production, marketing, and the packaging of orders with her team.

Yemsrach believes that self-care should be simple and intentionally incorporated into our daily lives, and she's on a mission to inspire more self-care moments through her products. So far, Get La'lah's products have been featured in NY Magazine, Teen Vogue, Well+Good, and more.

ABOUT YEMSRACH

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GEORGIE-ANN GETTON

GSD SOLUTIONS

Georgie-Ann Getton is the founder and CEO of GSD Solutions, a digital business development agency. Her mission is to provide small and medium business owners with the software and staff they need to scale their businesses digitally.

GSD Solutions was founded in 2019 after Georgie-Ann realized the number of small business owners who had failing businesses due to lacking of on-demand “done for you” technical support and staffing support which was critical to small businesses as needs often fluctuate. As founder & CEO of GSD Solutions, Georgie-Ann oversees Operations, Sales, and Marketing. On a daily basis, she is creating systems for her team and clients to implement, selling in new clients for the team to work with, and creating promotional content ideas for the team to execute.

Georgie-Ann believed that if small and medium-sized businesses just had 1% more support they would be able to maintain growth, increase their revenue, and business owners will regain their sanity. To date, Georgie-Ann has been recognized by the Ignite Caribbean as a 30 under 30 founder, the Doonie Fund, PayPal/ AEO initiatives, Grow with Google, and Reimagine Mainstreet. Her work at GSD Solutions has also been featured in Nasdaq, Entrepreneur Magazine, Create & Cultivate, Inc Magazine, and more.

ABOUT GEORGIE

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SHARENE WOOD

HARLEM HABERDASHERY

Sharene Wood is the Founder / President and CEO of Harlem Haberdashery, a retail bespoke boutique. Her mission is to provide her customers with a red-carpet moment in the boutique and deliver first-class service and products from the brand.

Harlem Haberdashery was founded in 2012 to deliver a quality retail experience to Harlem and its community members. As Founder / President and CEO of Harlem Haberdashery, Sharene oversees all administrative and organizational duties of the retail boutique as well as marketing campaigns and social media.

Sharene believes that everyone loves quality, superior goods and deserves an upscale retail experience in Harlem. To date, Sharene has been recognized by Crains NY as a 2021 Notable Black Leader & Executive and has been featured in various media outlets: CafeMom.com, CBS Pulse.com, New York DailyNews, Ebony.com, Essence.com, HuffingtonPost.com, MadameNoire.com, MSNBC.com, New York Amsterdam News, Barrons.com, Thrillist.com, and numerous other press outlets.

ABOUT SHARENE

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MARIE GUIRAUD

KEAFRICA

Marie Guiraud is the founder of KEAFRICA, a ready-to-wear apparel brand. KEAFRICA's mission is to make and sell high-quality, trendy, sustainable, and size-inclusive African print clothing which benefits people and the planet.

KEAFRICA was founded in 2015 by Marie Guiraud. Marie's mother is a fashion designer and as a child, Marie spent countless hours watching her cut and sew patterns together. Her mother's passion served as a foundation and inspiration to start her own business and continue her legacy. As the founder & CEO of KEAFRICA, Marie oversees all operations and business activities, directs the company toward its primary goals and objectives, and manages cash flow, and performs financial analysis throughout the year.

Marie believes that fashion should be accessible and affordable for everyone. To date, Marie was a graduate of the first inaugural cohort of the Goldman Sachs One Million Black Women in Business program. Her clothes have been worn by celebrities like Chef Marcus Samuelsson and featured in Vogue and ELLE magazine.

ABOUT MARIE

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BRITTANY BRATHWAITE

KIMBRITIVE

Brittany Brathwaite, MSW MPH is the co-founder of KIMBRITIVE, the unapologetic sexual wellness platform reimagining the health and well-being of Black women. Our mission is to close the care gap for Black women by increasing access to culturally congruent and affordable mental and sexual-reproductive education and healthcare where they feel seen, heard and celebrated.

KIMBRITIVE was founded in 2017 when Brittany and her co-founder Kimberly Huggins, two Black public health social workers grew tired of sexual wellness and reproductive health conversations being limited to an annual wellness appointment. As co-founder & CEO of KIMBRITIVE, Brittany is intimately involved with the day-to-day operations including design, product development, strategic planning, and relationship building.

Brittany believes that everyone, especially Black women should have unfettered access to integrated, culturally responsive, and affordable sexual and reproductive health care to lead self-determined lives. To date, KIMBRITIVE has received a proclamation from the Brooklyn Borough president. Brittany's work has been featured in Essence, Ebony, Blavity, NBC, and Pop Sugar.

ABOUT BRITTANY

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CHERYL MCHUNGUZI

METAMORPHOSISPC LMSW RMT -WELLNESS CENTER

Cheryl Mchunguzi LMSW is the Founder and CEO of Metamorphosis, LMSW P.C., a Counseling and Wellness Center. Everyone's journey through therapy and wellness is an individual experience that requires the integration of mind, body, and soul. I encourage this integrative approach because it allows me to work collaboratively with you, the client, in the assessment, treatment, and goal development throughout the therapeutic experience.

My practice provides a culturally sensitive, supportive, and safe environment for all persons seeking to discover, rediscover and develop their best selves. Metamorphosis was founded in [in 2018 when I was downsized for the second time and wanted to establish my own practice. As founder & CEO of Metamorphosis, LMSW P.C., I provide direct services practices to my patients, and oversee administrative counseling and business administrator.

Health is everyone's Birthright; we all should be invested in our total wellness. I have received numerous awards, including The Town of Babylon, Suffolk County's Women's History Award 2022 for my leadership in Community Health.

ABOUT CHERYL

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SAMANTHA SINCLAIR

PATHWAY TO PURPOSE

Samantha Sinclair is the Founder & CEO of Pathway to Purpose. She started the company in 2016 as a means to bring innovation to education. Over the past 6 years, she has partnered with 67 schools and organizations, worked across 24 school districts, and has impacted over 15,200 students.

As a first-generation college student, she notes her personal goal is to use her educational journey to inspire students to reach their untapped potential.

In recognition of her leadership in uplifting the next generation, Samantha was selected as 1 of American Express's 100 Founders of Change. Academically, she earned her Bachelor's degree in Social Welfare from the University at Albany, her Master's degree in Postsecondary Education at Columbia University, and is currently a Ph.D. candidate in Higher Education at Seton Hall University. Samantha credits her Guyanese, Caribbean upbringing as the driving force behind her entrepreneurial and academic successes.

ABOUT SAMANTHA

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PRISCILLA JIMINIAN

SKINERGY BEAUTY

Priscilla Jiminian is the founder and CEO of Skinergy Beauty, Caribbean-inspired Skincare for Dark Spots. Priscilla created Skinergy Beauty due to the lack of products in retail that catered to the skin like hers. As a Dominican American, melanin-rich skin needs are unique, and for many years, Priscilla used various skin products for hyperpigmentation which didn't do much to hydrate, brighten, or correct. She felt insecure about this and felt compelled to delve into skincare to find a solution, not just for herself, but for the many people she found along the way that also needed the same solution.

Skinergy Beauty was founded in 2019 when the frustration of not finding non-irritating products in the US market pushed Priscilla to rely on her roots, leading her to create the first product, the Dark Spot Correcting Cream, in the Dominican Republic. As the founder and CEO of Skinergy Beauty, Priscilla wears all of the hats as a solopreneur. Operations, day-to-day activities, shipping, writing copy, sketching and creating boxes and labels for her graphic designer to bring to life, delegating to a marketing team, social media, newsletter (email marketing), submitting grant applications, attending business events, and more.

Priscilla believes you can regain your confidence by establishing a lifestyle that incorporates skincare as a form of self-care. When she felt insecure about leaving the house without makeup, covering her hormonal acne with a foundation to feel “confident”, she just couldn’t continue to go about it that way. It is her calling to prove to her community that healthy skin is a possibility and that makeup can be optional. We should not shy away from what makes us feel insecure. That Latinas from The Bronx can strive for more than being administrative assistants, like she once thought was the highest achievement she could get to. That a dream with action can become a reality.

To date, Skinergy Beauty has won four beauty awards: Hola! USA Best in Beauty 2019 for their Come Correct Serum. PopSugar's Best in LatinX Award 2021 for their Dark Spot Correcting Cream. Self's Healthy Beauty Award 2022 for their Skin BHAavior Resurfacing Essence. Hola! USA Best in Beauty 2022 for their Skin Guardian Moisturizer. And has been featured on various media channels Refinery29, BuzzFeed, Huff Post, Vogue US, and more.

ABOUT PRISCILLA

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LIZZY OKPO

THE OMA, SHOP

Lizzy Okpo is the founder of The Oma, Shop, a coffee and home goods shop in Harlem, New York. Her mission is to be a part of the community's needs by promoting wellness through coffee and lifestyle products.

The Oma, Shop was founded in 2021 when Lizzy realized she needed to change the narrative of no longer needing to leave her neighborhood in order to indulge in a quality coffee and retail therapy experience. As a founder and CEO of The Oma, Shop, Lizzy oversees the day-to-day operations, from customer engagement, community events, daily inventory, managing/hiring staff to equipment maintenance, Lizzy does it all.

Lizzy believes that the Harlem community deserves to have a local luxurious shop. To date The Oma, Shop has been featured in The New York Times through the likings of a local creative, Aria Hughes, as her favorite shop in Harlem because The Oma, Shop creates a "calm space" and looks like Santa Fe. In 2022, The Oma, Shop was featured in Eater NY as the new cafe for a quality coffee experience.

ABOUT LIZZY

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