

digitalundivided

# BREAKTHROUGH

SAN ANTONIO

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MEET THE FOUNDERS



# ANDREA LEY

OLLA EXPRESS CAFE LLC

Passionate Mexican Woman, former IT by profession and dedicated to coffee by election, she created a company called Olla express cafe in 2017, using her own nostalgia and homesickness craving for cafe de olla.

She created a cultural concept through gastronomy innovating with unique and traditional latin flavors for a lovely experience. Rescuing recipes from her Abuelas, starting in a vintage mobile unit and growing the brand in a long journey from a coffee truck and all the way to retail with her Piloncillo Syrup considered one of the best products in Texas in 2021. She opened a brick and mortar in 2023 in Downtown San Antonio with a great potential to be an amazing reference of Mexican hospitality and a must go place to visit in San Antonio as a tourist and locals as well.

## CONNECT

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# TIANA SYMMONDS

ASKTIANA SOLUTIONS, LLC

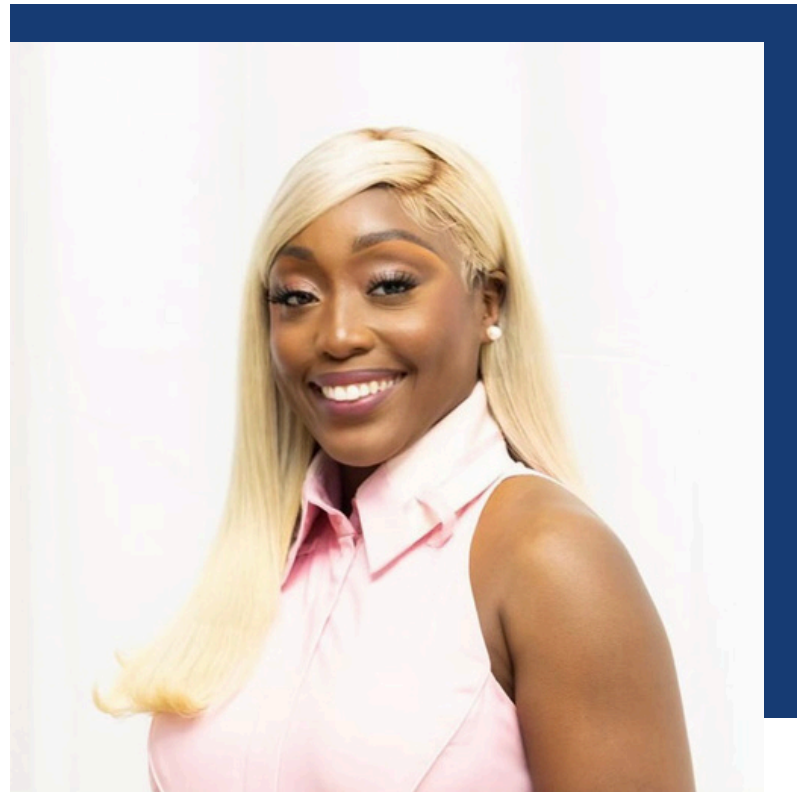
Tiana Symmonds is the Founder and Leadership Architect of AskTiana Solutions, a premier leadership architecture and strategic advisory firm. The company helps high-achieving leaders move from mere occupancy to absolute Architectural Sovereignty™ by designing new professional floor plans. AskTiana Solutions started in 2025 when Tiana realized she was an Architect living in a world of Firefighters and wanted to fix the broken wiring before the fire starts. She acts as a fractional leader and leads The Architect's Circle™, a 6-month build season that moves executives from tactical labor to sovereign design. Tiana believes that data-rich does not mean people-poor and works to ensure leaders stop being the insulation that keeps everyone else warm while they are freezing in the draft.

Press & Recognition: To date, she has been recognized for co-inventing a patented AI-driven returns system at Amazon and earning a perfect 100 Net Promoter Score for her flagship program. Her work has also been featured in YES, HONEY.

## CONNECT

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## CONNECT

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# JULIANA BIO

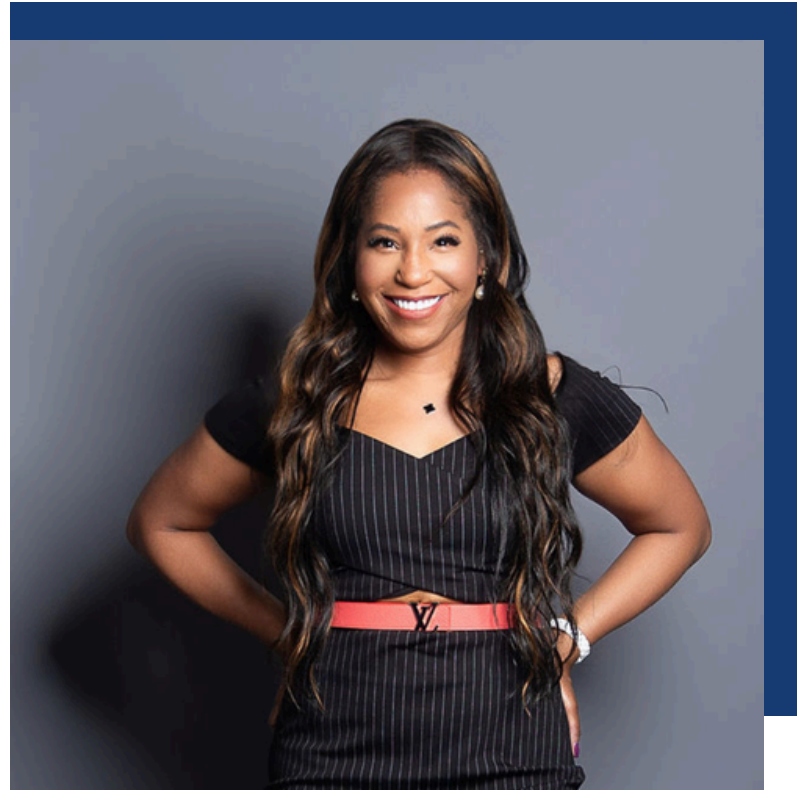
## PEACE N' PILATES

J. Faith Bio is the Founder and CEO of Iron Grace, LLC dba Peace n' Pilates, a culturally rooted Pilates brand offering community-based wellness experiences and premium athleisure. Her mission is to make Pilates accessible, culturally inclusive, and transformative for women, especially women of color, through movement, mindfulness, and community.

Peace n' Pilates was founded in 2025 after Faith experienced a personal shift through Pilates, using fitness as a way to reconnect with her faith, discipline, and inner peace. As Founder and CEO, she leads brand strategy, class programming, instructor development, and the expansion of both pop-up experiences and a future studio model.

Faith believes that wellness should not be exclusive, but a lifestyle that empowers women to feel strong, grounded, and aligned in every aspect of their lives.

To date, Peace n' Pilates has hosted curated wellness events and continues to build a growing community across the DMV and Dallas metroplex.



# KAT STERLING

## NUSPIRA INC

Kat Sterling is the Co-Founder and COO of NüSpira, a health and wellness brand providing clean, functional products designed to support daily habits for energy, immunity, and overall well-being. Her mission is to make wellness simple, accessible, and sustainable through convenient, high-quality products that fit into everyday life.

NüSpira was founded in 2024 after Kat lost her corporate role and struggled to find wellness products that were clean, convenient, and effective, inspiring her and her husband to create solutions that truly work. As Co-Founder, Kat oversees daily operations, strategic growth, partnerships, and product development, ensuring the brand delivers quality and impact at scale.

Kat believes that everyone deserves access to simple, effective tools to take control of their health and build better daily habits.

To date, Kat is an Amazon Best-Selling author, a 2025 Black Women in Executive Leadership Woman of Wellness Award recipient, and has been featured on Atlanta Live and in Flourish Magazine.

### CONNECT

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# SHEILA NAYA

## AKINYI SKIN

Sheila Naya is the co-founder and CEO of AKINYI, a premium skincare brand. Her goal is to provide products that nourish and rejuvenate the skin.

AKINYI was founded in June 2022, when Sheila and her husband, JD, were frustrated with skincare products that did not work for them. As the co-founder and CEO of AKINYI, Sheila oversees marketing, communications, and business development.

Sheila believes that skincare steps don't have to be complicated, which is why AKINYI was created to simplify the skincare routine by providing premium products that work.

To date, AKINYI has been recognized as the beauty pick for summer 2024.

## CONNECT

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# NESHA BROWN

## PURPOSEMINT

Nesha Brown is the Executive Director of Mint To Prosper Foundation and the founder of PurposeMint, a fintech platform designed to help asset-limited households build real savings and long-term financial stability. Her mission is to help families move from financial fragility to lasting stability by reclaiming the \$1,100 “juggling tax” extracted by predatory systems and replacing it with real savings and access to opportunity. PurposeMint was developed as a spinout of the Conqueror Community Savings Program after early cohorts showed that families could consistently build \$500+ safety nets when given the right structure, tools, and support.

As founder of PurposeMint, Nesha leads product development, institutional partnerships with banks and credit unions, and revenue strategy, while also serving as Executive Director of Mint To Prosper Foundation. Nesha believes that stability starts with access to the right systems—not just information—and that when families can build even a \$500 safety net, it can shift their entire financial trajectory. To date, Nesha has been recognized as a Baton Rouge Changemaker and Community Hero by MetroMorphosis and has been selected for programs such as Build Up 2026, Female Founders Pitch Night, The Mine, and the SBA THRIVE Emerging Leaders Program.

## CONNECT

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# ENRIQUE TREVINO

THOUGHTFUL SNACKS LLC

Enrique Treviño is a Texas entrepreneur and founder of a family-owned snack company focused on creating bold, innovative products with strong local roots. Starting from a small operation, Enrique built the business through hard work, creativity, and a passion for developing unique snacks that stand out in the market. He is best known for products like Good Find Pork Rinds and Coco Chops, which combine quality ingredients with original flavor concepts. With a background in business and a hands-on approach to leadership, Enrique is focused on expanding production, investing in larger-scale operations, and growing partnerships with major retailers across Texas and beyond.

## CONNECT

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## CONNECT

[lilit@investra-ai.com](mailto:lilit@investra-ai.com)

# LILIT YENOKYAN

## INVESTRA

Lilit Yenokyan is the Co-Founder and CEO of Investra, an AI platform that helps realtors guide everyday people into real estate investing. Lilit Yenokyan is the Co-Founder and CEO of Investra, an AI platform that helps realtors guide everyday people into real estate investing.

Her mission is to democratize real estate investing, putting institutional-grade tools in reach of everyday people long overlooked by big tech and big finance. Investra was founded in 2025 when Lilit, a former Silicon Valley engineer turned exec, saw that retail investors lacked the data and analytics that institutional firms use to evaluate deals.

As CEO, Lilit leads strategy, product, fundraising, partnerships, and the AI and engineering roadmap that powers Investra's investor analytics. Lilit believes real estate is one of the most reliable paths to generational wealth, and closing the tech gap is how more families can build it.

Investra is part of NVIDIA Inception and a Bronco Ventures accelerator graduate. Lilit has keynoted Women in Tech Texas 2024 and QCon 2024, and has been featured on numerous podcasts.



# MARISA GONZALEZ

## JUNIPER THERAPY PLLC

Marisa Gonzalez is the Founder and Clinical Director of Juniper Therapy, a telehealth therapy practice licensed in Texas, Pennsylvania, and Colorado specializing in ADHD, trauma, and couples therapy.

Her mission is to make high-quality, identity affirming mental health care accessible to LGBTQ+ communities, neurodivergent adults, and underserved populations across three states. Juniper Therapy was founded when Marisa recognized that the clients who needed support the most faced the most barriers, to finding culturally responsive care, to affording it, and to accessing it at all.

As Founder and Clinical Director, Marisa oversees all clinical operations, provides supervision to pre-licensed MFT associates, and manages multi-state licensure and insurance credentialing. Marisa believes that diverse practice owners are as essential to mental health equity as diverse clinicians and that building one is an act of community care.

## CONNECT

[hello@junipertherapy.co](mailto:hello@junipertherapy.co)





# CATHERINE DERR

HAPPYNESS TEA COMPANY LLC

Catherine Derr is the founder of Happyness Tea Company, a craft loose leaf tea blender. Her mission is to provide unique teas grounded in traditional herbal principles. Happyness Tea Company was founded in 2013 when friends started buying Happyness Herbal Blend out of Catherine's kitchen. As Founder of Happyness Tea Company, Catherine oversees new product development and branding. Catherine believes that a cup of tea can solve many of life's problems. To date, Happyness Tea Company has been recognized as the #3 Tea Shop in San Antonio in 2025.

## CONNECT

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## CONNECT

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# DIANA DIPIETRO

## SWOON

Diana DiPietro built Swoon from a vision that was deeply personal and, in many ways, counter-cultural. In an industry that often rewards speed, volume, and transactional efficiency, Diana chose a different path, one grounded in foundational excellence, mentorship, and the radical belief that a beauty appointment can be genuinely transformational for the person receiving it.

As a Latina entrepreneur, Diana brings to her work a cultural inheritance of resilience, warmth, and community-first values. She understands from lived experience what it means to navigate systems that were not designed with women like her in mind — systems that too often underestimate the ambition, skill, and economic potential of minority women business owners. She built Swoon not despite those barriers, but in direct response to them.

Her business reflects who she is: a woman who leads with empathy and operates with integrity. From the atmosphere she has cultivated — what her clients describe as a space that "breathes heart" — to her commitment to developing confident, skilled women professionals on her team, every decision Diana makes is rooted in purpose. She is not simply running a business. She is proving a thesis: that excellence and empathy, when combined, create something the market is hungry for and that communities genuinely need.

"She built Swoon not despite the barriers, but in direct response to them."



# DEREK GEORG

MARATHON KIDS, INC.

Marathon Kids is a nonprofit organization dedicated to improving youth health and wellness by helping kids build lifelong habits of movement through running and physical activity programs. Since 1995, Marathon Kids has supported schools, coaches, and communities with free, evidence-based tools and technology designed to get kids moving in fun, inclusive, and goal-oriented ways.

Our core offering is the Marathon Kids program and digital platform, Marathon Kids Connect, which enables schools and youth organizations to easily launch and manage run clubs and physical activity programs. Through our platform, educators and coaches can roster participants, track miles and active minutes, celebrate milestones, and engage families and communities in supporting student wellness. We also provide curriculum resources, rewards systems, reporting tools, and district-level integrations that help schools scale participation while reducing administrative burden.

What makes Marathon Kids unique is our focus on accessibility and sustainability. Our programs are designed to work in underserved and under-resourced communities, ensuring every child has the opportunity to experience the physical, social, and emotional benefits of movement regardless of background or ability level.

At our core, Marathon Kids exists to create joyful movement experiences that help children develop confidence, resilience, goal-setting skills, and healthy habits that can last a lifetime.

## CONNECT

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