

Entrepreneurship Discussion: *Opportunities in Times of Rapid Change*

Ken Freirich '90 (host), Cathy Hill (moderator),
Jessyca Dudley '06, Elliot "Mo" Kreitenberg '14, Alexander Nassief '16, Emily Paxhia '02

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Jessyca Dudley '06

FOUNDER AND CEO

Bold Ventures

Jessyca Dudley (she/her/hers) is the Founder and CEO of Bold Ventures, a strategic advisory firm that disrupts traditional philanthropy by building the capacity of BIPOC philanthropic leaders, developing customized equity-centered funder strategies, and facilitating organizational dialogues on race, equity and social justice.

Jessyca began her career in philanthropy as the Gun Violence Prevention program officer for the Joyce Foundation. In this role, she directed the program's effort to address and reduce racial disparities by developing staff and grantee capacity to advance racial equity through the management of a \$2 million portfolio of researchers and advocates. Jessyca has also served as the Director of Chicago African Americans in Philanthropy and as a Director at Arabella Advisors where she promoted dialogue, advocated for investment in BIPOC communities, and built infrastructure for equitable leadership roles in the social sector. She has held positions with the Lurie Children's Hospital of Chicago, the University of Illinois at Chicago, and the University of Chicago. With these organizations, she has developed and implemented community-based prevention and outreach programs and conducted clinical and social science research to improve the health of communities in Chicago.

Jessyca holds an MPH in Maternal and Child Health from the University of Illinois at Chicago and a BA in Women's Studies from Skidmore College.



Ken Freirich '90 (host)

Retired CEO, entrepreneur, philanthropist, songwriter, and drummer.

Ken started his first company at age 19, as a sophomore financial aid student at Skidmore. The Collegian magazine was distributed in 35 colleges in 3 states.

As a seasoned entrepreneur and executive Ken successfully started, built, and operated a variety of world-class organizations. Most recently, he was the CEO of Health Monitor Network. For 16 years under Ken's leadership, the company grew tenfold and transformed into becoming the largest patient education-engagement company in the U.S. In 2019, Ken led the organization through a transaction that brought a significant investment to the company, led by WestView Capital Partners to support and propel its dynamic growth. Ken is proud of being one of a few select CEO's to have been recognized by its employees as one of the best workplaces in America, two years in a row, in 2019 and 2020, the latter year being through the pandemic.

Prior to joining Health Monitor Network, he was the founder and CEO of TransLocal Health Corporation and Head of IntelliHealth, a joint venture between Johns Hopkins and Aetna. He completed an Executive MBA certificate program at Columbia University Graduate School of Business.

Ken is an international philanthropist who is truly committed to making the world a better place and continues to do Random Acts of Kindness on a weekly basis.

Ken has a passion for music and has been playing drums and writing songs since he was eight years old. He had the pleasure and privilege of playing drums with The Who as part of a charity event. The COVID-19 pandemic inspired Ken to start the record label Better World Records LLC and the band Random Acts of Kindness to share his mission, lyrics, messages, and songs with the world. "Healthcare Workers Rock!" (healthcareworkersrock.org) is the first track released by Better World Records. Ken recently wrote and executive produced a number of new songs for the label and has some very exciting things in the works.

Ken also plays in a band that he helped start in 2015 called MedROCK, a 501c3 organization. (medrockband.com)

He continues to be inspired by all of the students in the College's annual Freirich Entrepreneurship Competition. (skidmore.edu/freirichcompetition)



Cathy Hill (moderator)

FACULTY

Skidmore College

An attorney with more than 25 years of experience in creating and advising businesses, Catherine Hill was appointed the eighth F. William Harder Chair of Business at Skidmore College in 2012. She is Executive Director of the New York Executive Clean Energy Leadership Institute (NY EXCEL), co-sponsored by Skidmore College and NYSERDA. NY EXCEL will educate entrepreneurs and executives about the markets, financing models, permitting requirements, technology, and other aspects of the clean-tech industry. Its goals are to increase the number of clean-energy entrepreneurs in the state, create well-paying jobs in New York communities, and provide solutions for addressing the long-term challenge of energy independence. Hill owns and manages CooperHill, a strategic consulting practice. CooperHill advises progressive, visionary businesses and institutions on economic development, sustainability, energy efficiency and renewable energy. The firm's clients include colleges, universities, national laboratories, and startup businesses.



Prior to starting CooperHill, Hill was an attorney at WilmerHale and then at Whiteman, Osterman & Hanna, where she started the CleanTech practice group, helping to develop a significant portion of the wind-power generation in New York State; leading the series of transactions that helped to create Plug Power, the first fuel-cell manufacturer in the United States to go public; and mentoring numerous small companies from startup to success. Hill was also general counsel and vice president of corporate strategy at Mechanical Technology Inc., where she helped to create MIT MicroFuel Cells, a direct methanol fuel-cell developer.

Hill earned Bachelor of Science degrees in business and theater from the University at Albany and a JD degree from Albany Law School. She has published several articles on sustainability and climate change and routinely speaks on the impact of regulation on renewable energy.

Elliot “Mo” Kreitenberg ‘14

CO-FOUNDER AND PRESIDENT

Dimer LLC

Wall Street came calling as Mo was completing his studies in Skidmore's MB department, but after finding his inventor father tinkering with a well-lit remote-controlled homemade robot, Mo familiarized himself with Ultraviolet-C and infection control strategies.

The father-son duo founded Dimer in 2014. Mo's educational emphasis focused on economics and business management, paired with postgraduate experience in infection prevention and control, constructing unique expertise in international infection prevention and disinfection of surfaces in shared commercial spaces. Mo played a critical role in the development of the Dimer x Honeywell UV Treatment System (FKA GermFalcon), the Dimer UVHammer and other innovative products in the works.



Prior to starting Dimer, Mo worked in business development at two of the largest beverage distributors in the United States. Mo has degrees in Business-Management and Economics, and is a US Patent holder. If he's not thinking or speaking about killing germs, his other interests are sports, dogs, and travel.

Alexander Nassief '16

MANAGING DIRECTOR

Patty Shack

Alexander Nassief is the Managing Director at Patty Shack - a food business based in Dominica and now St Lucia. In response to Covid shutdowns he oversaw the transformation of the business from a pure retail focus towards a distribution & manufacturing centric model. In the Caribbean the low economies of scale often work against the food costs endured by customers and tightens the overall economy. Patty Shack is Nassief's attempt to lower food costs and introduce rapid service to his local markets.

Alexander maintains a keen involvement in a variety of fields such as Rum and the Bitcoin industry. He serves on the Board of Dignity Gold, a gold backed crypto security token, DCPS - manufactures of the Caribbean finest soaps and remains involved in rum at Belfast Estate where he recently worked with Sara Arnell on its re-launch.

Alexander majored in Management & Business at Skidmore and was the 2016 winner of the College's Freirich Entrepreneurship Competition.



Emily Paxhia '02

CO-FOUNDER AND MANAGING PARTNER

Poseidon

Emily has reviewed thousands of companies in the cannabis industry and has worked with countless founders in many capacities. She had helped to shape founders' pitch preparations, their go-to-market strategies/ product launches, and advised on day-to-day business operations. Emily has held board seats for multiple portfolio companies and participates as an adviser to multiple teams.

Extremely active in the investment decision making and ongoing investment oversight processes, she works closely with her partners to create meaningful deal structures, ensuring that proper governance is carried out at the company level. Further, Emily has dedicated time and energy to supporting policy groups and has served on the Board of Directors of the Marijuana Policy Project. She also currently serves on the Board of Athletes for CARE and The Initiative.

Emily has over 10 years of experience working as a consultant and researcher, and as such, has become an expert at extracting actionable insights from research and applying them to make corporations function more efficiently and successfully. She also leverages this experience to engage in detailed market analysis for determination around product-market fit and potential scalability.

Emily graduated from New York University with an M.A. in Psychology in 2008. She graduated from Skidmore College with a B.A. in Psychology in 2002.

