

2016 Social Sector Franchise Innovations Roundtable Speakers



Kim Alter, Virtue Ventures

Kim Sutia “Kim” Alter is a veteran social entrepreneur, social enterprise consultant, author, and lecturer. She has been advising, teaching, and inspiring social entrepreneurs, funders, practitioners, and students for 27 years in more than 45 countries. Ms. Alter is Founder and Managing Director of Virtue Ventures, the first management consulting firm to focus on social enterprise in developing countries. She is also founder of Grassroots U, an experiential learning and professional development program in social entrepreneurship and innovation. She is co-Founder of the Social Enterprise Alliance, an international membership organization, and seToolbelt, a community resource center for social entrepreneurs. Ms. Alter was also a Visiting Fellow and Adjunct Professor at the Skoll Centre for Social Entrepreneurship, Saïd Business School, University of Oxford, where she taught, wrote, and conducted research on social entrepreneurship for six years.

Ms. Alter has helped conceive, design, launch, and scale hundreds of social enterprises in a range of industries and social sectors. Many of her former clients have achieved world class status. She has been recognized for her pioneering contributions to the field of social

entrepreneurship; her flagship work today is considered best practice. She has spoken and published widely on the topic of social entrepreneurship.



Jaime Aristotle B. Alip, CARD MRI

Dr. Jaime Aristotle (Aris) B. Alip is the Founder and Managing Director of the Center for Agriculture and Rural Development Mutually Reinforcing Institutions (CARD MRI), the 2008 Ramon Magsaysay Awardee for Public Service. Started in 1986, CARD MRI is a group of mutually reinforcing institutions composed of the CARD NGO, CARD Bank, CARD Mutual Benefit Association, CARD MRI Development Institute, CARD Business Development Service Foundation Inc., CARD MRI Insurance Agency, Rural Bank of Sto. Tomas, Inc. (now the CARD- SME Bank), and the CARD MRI Information Technology Inc. As of February 2011, CARD MRI has a total outreach of more than 1.3 million poor women clients with a total outstanding loan of more than P5.1 Billion. The total asset of CARD MRI is more than P9.7 Billion with a total staff complement of 6,079. Under CARD MBA microinsurance activities, CARD has insured more than 6.4 million individuals.



Deborah Burand, New York University

Deborah Burand is an assistant professor of clinical law at the New York University School of Law. At NYU Law, she directs the International Transactions Clinic. During 2010 – 2011, Prof. Burand served as general counsel to the Overseas Private Investment Corporation, the development finance institution of the United States. She also has worked in the microfinance sector, most recently as executive vice president of strategic services at Grameen Foundation, a global microfinance network. Earlier in her career, she worked as a senior attorney in the international banking section of the Federal Reserve Board's legal division, and at the U.S. Department of the Treasury, first as the senior attorney/adviser for international monetary matters, and later as the senior adviser for international financial matters. She also worked in private practice at Shearman & Sterling, where, among other things, she advised bank advisory committees in the negotiation and implementation of Brady Bond deals that restructured the sovereign debt of Vietnam and Peru, and supported, on a pro bono basis, the development of the world's first debt-for-nature swap.



Annelies Dekker, PharmAccess

Annelies Dekker is the Deputy Director Quality of PharmAccess Foundation. PharmAccess is a Dutch not-for-profit organization dedicated to achieving inclusive healthcare for people in sub-Saharan Africa. PharmAccess mobilizes public and private resources for the benefit of doctors and patients through a combination of health insurance and other health financing products, loans for healthcare providers, standards for quality improvement, impact research and (m)Health innovations. PharmAccess is working on a demonstration project in Ghana where a new business model for antenatal care in a network of hubs and spokes is developed. The model drives both the quality and access of antenatal care and strengthens the business itself. It is being developed such that, if proven successful, it can be scaled as a franchise.

Annelies holds a M.Sc. in Social and Industrial Psychology and a M.A. in Development Sociology from Leiden University.



Marguerite Farrell,

USAID

Marguerite Farrell is a Health Officer and the Private Sector Team Leader in the Service Delivery Improvement Division, in USAID's Global Health Bureau, Office of Population and Reproductive Health. She is the Chair of the Family Planning Graduation Working Group. She served as the AOTR for the Leadership, Management, and Sustainability project, and has served as Technical Advisor for the Commercial Market Strategies project, CTO for PSP-One and Banking on Health task orders under the PSP-IQC, AOR for a the SIFPO1 cooperative agreement with PSI and MSI, was the AOR for the Strengthening Health Outcomes through the Private Sector project (SHOPS), and currently is AOR for the Bayer Contraceptive Security Initiative – a partnership to bring commercial combined oral contraceptives to 11 Sub-Saharan African markets. She is also the AOR for a cooperative agreement, Supporting International Family Planning Organizations 2 with Marie Stopes International. She previously served as a Senior Technical Advisor for HIV/AIDS and family planning for the Latin American and Caribbean Regional Bureau at the United States Agency for International Development.

Ms. Farrell has worked in health for 34 years and in international health for twenty six years. She has worked for Project Hope in child survival and village banking, for Development Associates as an evaluation expert, and country manager for reproductive health on the Family Health Training Project. After working for Development Associates, Ms. Farrell was a resident advisor for Margaret Sanger Center International based in the Philippines on a UNFPA funded project.

After returning from the Philippines, Ms. Farrell worked for the Futures Group International as a manager, senior scientist, and evaluation advisor on several international health projects.

In addition to family planning and reproductive health, Ms. Farrell has worked in child survival and HIV/AIDS and has expertise in private sector health, leadership and management in health, evaluation, and training, and quality assurance in reproductive health. Ms. Farrell graduated from Brown University with a BA in International Relations and received her Master of Science degree from Harvard University School of Public Health in International Health Policy and Management.



Anna

Gerrard, Population Services International

As Population Services International's (PSI) global lead for social franchising, Anna provides strategic and technical assistance to over 20 country programs operating social franchises for

health care delivery, supporting over 11,000 franchisees. Anna moved to Washington, DC, from the U.K. where she led the development of Sightsavers' market-based approaches in eye health, innovating on refractive error delivery models to reach low-income consumers. Prior to the U.K., Anna worked in several countries, including The Netherlands and Belgium, and speaks French, Dutch, German, and Japanese. Anna has a Law and European Languages degree, an Executive Masters in International Relations, and an MBA from the University of Liverpool.



Ella Gudwin, President VisionSpring

Ella Gudwin is President of VisionSpring, an international social enterprise creating access to affordable eyewear in emerging and frontier markets. She heads up global operations that are

accelerating the uptake of eyeglasses among consumers who earn less than \$4 per day as a means to improve income earning potential, academic achievement, and quality of life. Under her leadership, VisionSpring is scaling operations to distribute 10 million pairs of eyeglasses to low income consumers by 2020, creating \$2.16 billion in economic impact.

Gudwin joined VisionSpring in 2015 with extensive experience in global health and emergency response. She previously served as Senior Vice President of Strategy and Program Development at AmeriCares. During almost nine years with the organization, she launched programs to improve health outcomes in the areas of diabetes and hypertension, infection control, pediatric nutrition, breast cancer, and emergency preparedness; and developed strategies for delivering more than \$500 million annually in quality medical products and relief supplies to a network of 3,000 health care institutions around the world. In prior roles she led humanitarian operations as Vice President of Emergency Response, including for the 2011 Japan earthquake and tsunami, and managed health related collaborations in 10 countries as Director of Asia and Eurasia partnerships.

In earlier roles, Gudwin served as Head of Foreign Government Relations at the Population Council, focused on reproductive health, youth, and poverty. She also lived in Indonesia for three years where she taught as a Maguire Fellow at the University of Sanata Dharma and conducted research with the World Bank. Gudwin co-founded the Haiti Adolescent Girls Network following the 2010 earthquake, and serves on the board of Project Rhythm. She earned an MA with distinction in international economics and Southeast Asia studies at the School for Advanced International Studies, Johns Hopkins University, and a BA with honors in sociology at Vassar College. Gudwin is a member of the Council on Foreign Relations.



William O.

Maddocks, Social Sector Franchise Initiative

William O. Maddocks is the Director of the Social Sector Franchise Initiative and the Sustainable Microfinance and Development Program (SMDP) at the University of New Hampshire's Carsey School of Public Policy. He holds an MS in Community Economic Development from New Hampshire College and a BA from Southeastern Massachusetts University. William is the former director of the Microenterprise and Development Institute (MDI) at the School of CED, Southern New Hampshire University (SNHU). The SMDP and

(previously MDI) offer training workshops in New Hampshire and several African countries. William teaches Organizational Management and Leadership in the Masters of Arts in Community Development Policy and Practice program at UNH and was a professor of Organizational Management and Microenterprise Development at SNHU. Mr. Maddocks was the Executive Director and co-founder of the Community Economic Development Center of Southeastern Massachusetts and Affiliate Coordinator for the Working Capital microlending program. He has worked as a hard rock gold miner, electronics and mining industry health organizer, and United Farmworkers Union boycott organizer, among other jobs. William has been active in peace, civil rights, environmental justice, anti-war, and labor movement struggles for more than 30 years.



Julie McBride, MSA Worldwide

Julie McBride, Senior Social Franchise Consultant, has more than 20 years of experience in health care marketing and health services franchising and is a thought leader in the rapidly growing and evolving field of social sector franchising. She is currently a consultant at MSA Worldwide, and is leading the firm's efforts to better serve the needs of social franchisors. Prior to joining the MSA team, she worked as a Senior Social Franchising Advisor for a large global non-profit, PSI, where she oversaw 31 healthcare franchises in 30 countries, and built the capacity of PSI country offices to operate effective social franchises. Ms. McBride has authored and contributed to several publications related to social franchising, including a case study for Stanford Business School. She earned her Masters in Public Health from New York University and her Bachelor of Science from the University of Washington.



Josh Merin Director, International Franchise Association

Josh Merin is the International Franchise Association's (IFA) Director of International Affairs. In this role, Josh leads IFA's international program, where he works to promote and protect the interests of IFA members across the globe. Components of IFA's international program include trade missions, advocacy, conferences, educational programming, and research. He has delivered speeches around the world on franchising, and has been interviewed by major international media outlets. Merin is staff leader of IFA's Social Sector Task Force, which applies the franchise model towards humanitarian ends. In previous roles at IFA, Josh led IFA's award-winning VetFran program as well as the day-to-day research for the IFA Educational Foundation. In the less than three years of VetFran's Operation Enduring Opportunity campaign, the franchise industry enabled over 151,000 military veterans and their spouses to begin careers in franchising. With a background on Capitol Hill in the office of Representative William Delahunt of Massachusetts, Josh also worked for a public affairs firm, developing coalitions. Earlier, he had roles of increasing responsibility in small business leadership in the art market. Josh attended The George Washington University and graduated with a Bachelor's Degree from the Corcoran College of Art + Design. He serves on the International Policy Committee of the U.S. Chamber of Commerce and is a member of the U.S. Trade Representative and Department of Commerce's Trade Advisory Committee on Finance and Services.



Ambassador (ret.) John Simon, TOTAL

Prior to starting TOTAL (formerly known as Total Impact Advisors), Ambassador Simon was a visiting fellow at the Center for Global Development, where he co-authored *More than Money*, a report on impact investing as a development tool. Previously, he held a variety of posts in the US federal government, including serving most recently as the United States Ambassador to the African Union and the Executive Vice President of the Overseas Private Investment Corporation (OPIC). At OPIC, Ambassador Simon championed the Agency's involvement in the social impact investment marketplace, spearheading efforts to finance housing in Africa, small and medium businesses in Liberia, and a large scale renewable power plant in Liberia. Ambassador Simon led the Agency's effort to develop a series of social development funds for Africa, which resulted in the creation of four private equity funds focused on achieving extraordinary social results as well as strong financial performance.

Ambassador Simon also served as Special Assistant to the President and Senior Director for Relief, Stabilization, and Development for the National Security Council (NSC) at the White House, the first to hold this post. During his tenure at the NSC, Ambassador Simon oversaw the implementation of groundbreaking development initiatives, including the Millennium Challenge Account, the President's Emergency Plan for AIDS Relief, the Multilateral Debt Relief Initiative, and the President's Malaria Initiative. He was also responsible for the U.S. government response to international humanitarian disasters, such as the 2005 South Asia Earthquake.

From 2002 to 2003, Ambassador Simon was Deputy Assistant Administrator at the United States Agency for International Development, overseeing the agency's development information and evaluation units. Earlier in his career, he served as Director of Business Finance and Strategic Planning at Harvard Pilgrim Health Care and worked for the Commonwealth of Massachusetts' Executive Office for Administration and Finance in several capacities, including Deputy Director for Research and Development.

Ambassador Simon received his bachelor's degree from Princeton University and a master's degree in public policy from Harvard University.



Michael Swack,

University of New Hampshire Center for Impact Finance

Michael Swack is a professor at the University of New Hampshire where he has appointments at the Carsey School of Public Policy and at the Peter T. Paul College of Business and Economics. At Carsey, he is working on building scale in the nonprofit community development sector, innovations in community development finance, microfinance, and new models of social enterprise. He also directs the Financial Innovations Roundtable (in collaboration with the Board

of Governors of the Federal Reserve). He has over thirty years of experience in the fields of economic development, finance, and development banking.

Michael is the founder and former dean of the School of Community Economic Development (CED) at Southern New Hampshire University. He has been involved in the design, implementation, and management of a number of community development lending and investment institutions both inside and outside the United States. He was the first chairman and served for seventeen years as a board member of the New Hampshire Community Development Finance Authority (CDFA), a state-chartered equity fund for community economic development ventures and projects. He is the founding president and a current board member of the New Hampshire Community Loan Fund. He was a founding board member of the National Association of Community Development Loan Funds (now the Opportunity Finance Network), a trade association of Community Development Finance Institutions. Internationally, he has been involved in development finance and microfinance work in Africa, Asia, and Latin America.

Michael has published in the areas of economic development and development finance. He received his doctorate degree from Columbia University, his master's degree from Harvard University, and his bachelor's degree from the University of Wisconsin-Madison.



Ian Vickers, Global

Partners in Hope

Ian Vickers is known for his international work and ability to provide positive solutions for community development. He has worked in the non-profit sector for the past 30 years and has helped to establish several non-profit organizations in the United States and Europe. After his undergraduate studies, his official international experience started in Paris, France in 1991, where he led an American and French staff in an executive role, and developed new non-profit work throughout France and eventually Europe.

Mr. Vickers has also helped to develop leadership programs in China and medical work, water projects, and renewable energy solutions in West Africa. He has conducted leadership training in West Africa, South America, Asia, and Europe.

Mr. Vickers has also served as an International Studies professor at Crown College in Minneapolis, Minnesota.

Mr. Vickers co-founded the non-profit organization Global Partners in Hope and is currently serving as the Chief Executive Officer. Global Partners was founded in 2008, and its primary focus is community development in Africa and Asia.

Mr. Vickers was awarded a scholarship to the Harvard School of Business, Executive Education Program in 2014. He holds a B.S. in International Studies, and M.A. in Leadership.

Ian is married to his wife Joanna, and they have three children. Most recently the Vickers family welcomed their first grandchild. Ian enjoys being on a stream with a fly-fishing pole in his hand and thoroughly savors time in the outdoors.



Fiona Wilson, University of New Hampshire Center for Social Innovation and Enterprise

Fiona Wilson, D.B.A., is a Clinical Associate Professor of Social Innovation, Social Entrepreneurship and Sustainability, and Executive Director of the Center for Social Innovation and Enterprise at the Peter T. Paul College of Business & Economics at the University of New Hampshire. Her research focuses on how the power of business can be harnessed to help address some of the world's most pressing social and environmental issues. She focuses on innovative entrepreneurial companies with business models that are good for people, the planet, and profits.

Dr. Wilson plays an interdisciplinary connecting and catalyzing role across the UNH campus: she currently serves as a Faculty Research Fellow at the Sustainability Research Collaboratory, and as Faculty Fellow at the Carsey School of Public Policy (formerly the Carsey Institute). She is a member of the advisory board for the Carsey Institute's Center on Social Innovation and Finance, and serves as Faculty Advisor to UNH's student Net Impact organization.

In 2013, Dr. Wilson was the lead creator for the 1st annual New Hampshire Social Business Innovation Challenge, an initiative of Paul College and UNH, engaging students and the business community in a competition to help find market-based solutions to global environmental and social challenges. Nobel Laureate Muhammad Yunus was the event's keynote speaker. Dr.

Wilson continues to serve as the Faculty Director of The Social Venture Innovation Challenge, now a university-wide event, held each December and co-sponsored by Paul College, The Carsey School of Public Policy, UNH's Sustainability Institute, and NH EPSCoR.

As a former business leader, Dr. Wilson places a strong emphasis on continuing her engagement with the business community. In 2012, she took on the faculty leadership for an annual Program in Corporate Sustainability Leadership, a 3-day program for business executives, organized in partnership between the Paul College, UNH's Sustainability Institute, and New Hampshire Businesses for Social Responsibility. She has recently been engaged with the business community to advance Benefit Corporation legislation in New Hampshire.

Dr. Wilson joined the faculty of the Paul College in the fall of 2011. Previously, she spent nine years on the faculty at the Simmons School of Management in Boston, MA where she taught MBA and Executive Education courses in business strategy with a special focus on the intersection of strategy and society/sustainability. At Simmons, Dr. Wilson also ran the school's Business Advisory Council, played a governance role co-chairing the admissions committee, and worked directly with the Dean on a number of strategic initiatives, including serving on the Dean's Strategic Advisory Committee.

Prior to her academic career, Dr. Wilson spent fifteen years in industry. She was the VP of Marketing for CMGI (the publically traded internet investment and development company), where her team was responsible for corporate marketing, as well marketing and strategy consulting for CMGI's 70-plus internet/technology subsidiaries and investments.

Earlier, she also consulted to venture-funded technology companies and served as Vice Consul Commercial at the British Consulate General in Boston, promoting technology trade between Britain and the United States. Prior to moving to the United States in 1993, Dr. Wilson worked for a decade for Ogilvy & Mather Advertising in senior media research, media planning, and international account management roles, serving in London, England and Barcelona, Spain. She was responsible for media strategy, deployment, and coordination for international advertisers such as Ford Motor Company, American Express, Guinness Brewing, Reebok, Michelin, Levi Strauss, and Mattel.

Dr. Wilson has undertaken extensive work with mission-driven organizations, including being the volunteer co-founder and director of the social venture, Team with a Vision, an initiative of the Massachusetts Association for the Blind, where she also served on the Board of Trustees. She currently serves as Vice Chair of the board of trustees of the Wolfe Neck Farm Foundation (a Maine-based leader in sustainable agriculture) and Meridian Stories (a non-profit which uses the power of digital media to change educational effectiveness). She also serves on the advisory boards of Corey McPherson Nash (a marketing and brand strategy firm), Prosperity Candle (a social venture working to provide sustainable employment for women in conflict zones), and Chop Chop (a non-profit cooking magazine for children aimed at combating the obesity epidemic).

Dr. Wilson graduated with highest honors from the Simmons School of Management MBA program and received her doctorate in strategy and policy from the Boston University School of Management. Her dissertation explored "Socially Conscious Capitalism."



Kim Wilson, The Fletcher School, Tufts University

Kim Wilson, Lecturer in International Business and Human Security, began her interest in development when she entered the microfinance field in its infancy after a career in mainstream venture financing. She began as a volunteer, a first step that led her to professional employment as a loan officer, MFI director, and investment fund advisor for both non-profit and for-profit microfinance ventures. She also oversaw the microfinance portfolio of a large international NGO. Her work in microfinance has led her to service in other sectors critical to rural development, such as water, agriculture, and education. She is a Senior Fellow at Fletcher's Center for Emerging Market Enterprises and also at the Feinstein International Center. She graduated from Wellesley College and Simmons Graduate School of Management. She is interested in the financial resilience of households and markets at the base emerging market economies. She is the 2009 recipient of the James L. Paddock teaching award at The Fletcher School.



Randy Welsch, Jibu

Randy Welsch is the co-founder of Jibu, which equips emerging market social entrepreneurs to sell drinking water affordably to the underserved urban markets in Africa. Jibu's quick scaling is fueled by a contextualized integration of franchisor and banking services to emerging markets that is pioneering more powerful ways to blend capital from private investors, charities, and governments. The result is a catalytic partnership with emerging market entrepreneurs with promise to solve some of the most systemic social challenges in more lasting ways. Mr. Welsch is also an angel investor with a broad international portfolio. He also leads the Rockwise Foundation, whose primary purpose is leadership development. This Foundation recently launched a for-profit company, Catapult L3C, whose purpose is to help nonprofits better monetize their mission through blended capital approaches that may reduce donor-dependency. His past experience includes numerous successful entrepreneurial startups, C-suite executive management, and professorships. He lives in Colorado, USA.