

Keynote Speakers



Greg Hills, Managing

Director FSG

Mr. Hills has over 20 years of experience advising organizations on strategy, program design, evaluation, and operational improvement, and co-leads FSG's global corporate consulting practice advising multinational corporations on innovative shared value and CSR strategies. He has published numerous influential papers and speaks regularly on topics of shared value, CSR, collective impact, and philanthropic effectiveness. FSG is FSG is a mission-driven consulting firm for leaders in search of large-scale, lasting social change. <http://www.fsg.org/>



Galen Welsch,

Co-Founder and CEO, Jibu

Galen co-founded Jibu in 2012 and under his leadership Jibu has quickly become a top-rated B-Corp social franchise bringing affordable drinking water access to thousands, and creating hundreds of jobs, mostly for youth, across East Africa. Galen's achievements at Jibu have been recognized by BBC World, the Guardian, Fast Company, the Franchise Times, and by Forbes 30 under 30 and serves on the advisory board of the UNH Social Sector Franchise Initiative. <http://jibuco.com/>

Panel 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.



Helen Blackholly, Marie Stopes

International

Helen is responsible for the Technical Services Department, which includes the development of partnership best practice and channel success models, and working closely with the Operations Department to ensure best practice is followed in all countries.

She is also responsible for leading on the development of social marketing, client contact centre strategy, medical abortion core packages, global supply chain, and health financing to assist country programmes in leveraging domestic financing opportunities.

Helen brings more than 20 years of hands-on commercial experience in demand generation. Her primary areas of expertise are: go-to-Market channel strategy development; revenue management; sales and marketing activation new product launch excellence, and designing and building effective teams.

Helen has worked in leadership roles across a range of retail and consumer goods manufacturing companies including Revlon UK, Colgate Palmolive, and Reckitt Benckiser. She has an MSc in Biological Anthropology from University College London and a PhD in Food Policy from the University of



Lynda Toussaint

CEO Unjani Clinic Network

Lynda joined Unjani Clinics NPC in January 2014 as the Chief Executive Officer. She is responsible for the implementation and rollout of the Unjani Clinic Network, taking it to 70 clinics in the next few years.

Prior to this she was the CEO of Pure Pharmacy (Pty) Ltd (now The Pure Group) from Feb 2012 to Dec 2013. Pure Pharmacy was established as an independent pharmacy franchise, but later went down the acquisition route.

She was an Executive Consultant to Clicks from Oct 2010 to Nov 2011 dealing with regulatory issues and researching business opportunities.

Lynda was also the Managing Director of UPD from 2005 to 2010. UPD is SA's largest, national pharmaceutical wholesaler. UPD is a subsidiary of the New Clicks Group and prior to becoming the MD; Lynda was the Financial Director of UPD.

She is a qualified Chartered Accountant and is passionate about the healthcare industry and ensuring access to quality, affordable healthcare for all South Africans.



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.



Raili Marks, International

Centre for Social Franchising

Raili joined the ICSF team after spending two years in Benin, West Africa, working with the U.S. Peace Corps on sustainable community development programs, replicating proven innovations to improve livelihoods in the domains of food security and agriculture, environmental outreach, poverty alleviation, public health, and women’s empowerment.

At ICSF Raili assists clients such as the Foundation for Ecological Security, USAID, and Lava Mae in designing, systemising, and piloting their impact solutions to scale.

Raili has also worked as a project manager and consultant in utility-scale renewable energy development, where she co-authored a process standard to systemize projects across a global organization of 17,000 staff. She has also worked in outreach for an environmental conservation non-profit. Raili holds her Project Management Professional (PMP) certification and graduated from Seattle University with a Bachelor's degree in Environmental Studies.



Julie McBride, Senior Social Franchise

Consultant

Julie 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 Master's in Public Health from New York University and her Bachelor of Science from the University of Washington.



Marla Rosner, IFA Social Sector Task Force

Marla Rosner is the Senior Training and Employee Development Consultant for Michael H. Seid & Associates, LLC (MSA), a domestic and international franchise advisory firm. She has excelled as a training professional for over twenty years.

During her 16-year tenure with Supercuts, an international hair care franchisor, Marla helped build the system from 75 locations to over 1,100 salons. As Vice President of Training and Development Marla led a team of professional trainers, instructional designers, and vendors to produce management and technical curriculum aimed at increased sales, productivity, employee retention and business profitability. During her tenure with Supercuts, Marla trained over 75% of all franchisees, resulting in the company's most aggressive expansion over a twenty-year period. Marla was also a franchisee of the Supercuts system.

She has developed employee and trainer certification programs, as well as management tools for performance appraisal programs and employee retention. Her specialty in interpersonal skills training has enabled Marla to help companies successfully develop first-time managers who are often challenged in supervising store-level employees. As a seasoned public speaker, Marla facilitates programs for franchise and manager conventions, seminars and events. Marla has created and is an instructor of CFE-accredited classes for the International Franchise Association Education Foundation.



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.



Greg Starbird, Starbird Consulting

Greg Starbird founded Starbird Consulting in May 2016, as a vehicle through which he and hand-picked specialists catalyze others to use innovative business models and technologies to distribute life-enhancing goods and services to broad populations. Starbird Consulting combines analytic rigor and real-world operational experience, deploying flexible tools representing over a decade of experience in multiple countries.

Greg is a pioneer and leader in the distribution of healthcare in emerging economies. He has deep, long-term involvement in multi-unit and franchised healthcare enterprises since 2005.

Mr. Starbird assumed progressive responsibility at The HealthStore Foundation® from 2005-2016, including serving as its CEO from 2011-2016. Under Mr. Starbird's tenure, the CFW network in Kenya served over 5,000,000 people. As CEO, he drove down the costs of operating its CFW network in Kenya by 60%, while meeting sales targets. The HealthStore Foundation and its CFW network have won numerous awards and have received funding from philanthropists, foundations, and corporations such as ExxonMobil Foundation, Rockefeller

Foundation, UNICEF, P&G FutureWorks, and the US Government. Mr. Starbird remains a member of HealthStore's board of directors.

In addition to his work in Kenya (60 medical clinics), Mr. Starbird has played key roles in the launch of healthcare businesses in Ghana (2005-2006), Rwanda (2007-2011), and the DR Congo (2012-2014). The Ghanaian and Rwandan networks (now 17 and 90 medical clinics, respectively) have received large-scale corporate funding and have signed Public-Private Partnerships with their respective countries' Ministries of Health. The DR Congo initiative was launched with the blessing of the head of the US Agency for International Development. A fourth healthcare enterprise which Mr. Starbird advised very loosely (in Guatemala) was acquired by a local pharmaceutical company.