

NONPROFIT SEMINAR

CENTER FOR
NONPROFIT STRATEGY
AND MANAGEMENT

Social Impact Metrics for Attracting Investment

Tuesday, February 24 , 2015
4:00-6:00PM

BIOGRAPHIES

Thomas S. Lyons, Ph.D.

**Lawrence N. Field Family Chair in Entrepreneurship, Baruch College,
Zicklin School of Business**

Thomas S. Lyons, Ph.D. is the Lawrence N. Field Family Chair in Entrepreneurship and Professor of Management in the Zicklin School of Business at Baruch College of the City University of New York. He is also a Field Mentor in Baruch's Field Center for Entrepreneurship, offering counseling to New York City's entrepreneurs and small business owners. His research specializations are the relationship between entrepreneurship and community economic development and social entrepreneurship.

He is the co-author of eleven books (among them *Economic Development: Strategies for State and Local Practice*, *Creating an Economic Development Action Plan*, *Investing in Entrepreneurs*, and *Understanding Social Entrepreneurship*) and numerous articles and papers on these subjects, and has had an edited three-volume set on social entrepreneurship published (*Social Entrepreneurship: How Businesses Can Transform Society*).

Lyons is also a member of Baruch College's research team, which serves as Babson College's U.S. partner for the Global Entrepreneurship Monitor (GEM) Project. Lyons teaches courses in Social Entrepreneurship and Entrepreneurship and Community Development. In 2011, Dr. Lyons received the Ted K. Bradshaw Outstanding Research

Award from the Community Development Society International for his contributions to the field of community development. He has worked as a practicing city and regional planner in both the private and public sectors and has owned and operated his own enterprises.

Jennifer Solomon

Chief Financial Officer, Greyston Foundation

Since 2011, Jennifer Solomon has served as Chief Financial Officer of Greyston, a \$17-million social enterprise and nonprofit organization that has provided employment, skills and resources to economically disadvantaged Yonkers, N.Y. residents for more than 30 years. Best known for Greyston Bakery — which manufactures the brownies that go into Ben and Jerry’s ice cream — it is one of the country’s leading social enterprises.

As a direct result of her dedication to Greyston’s success, combining entrepreneurial spirit with social activism, Solomon was recognized by *Westchester County Business Journal* as “CFO of the Year” for midsize companies in 2014.

Prior to joining Greyston, Solomon spent more than a decade on Wall Street, including serving as a top consumer products analyst at Salomon Smith Barney Citigroup and a *Wall Street Journal* “Best on the Street” analyst. Solomon is also a member of the board of both the Westchester Philharmonic and Careers through Culinary Arts Programs (C-CAP), a national organization dedicated to providing restaurant and hospitality careers to underserved youth.

A native of San Francisco, Solomon received an MBA in Finance and Marketing from the Wharton School of the University of Pennsylvania and a BS in Economics from the Massachusetts Institute of Technology. She currently resides in Dobbs Ferry, N.Y. with her husband and two daughters.

John MacIntosh

Partner, SeaChange Capital Partners

John leads SeaChange Capital Partners with overall responsibility for managing its grant-making, investment, advisory services, and market-making efforts. He also explores new roles SeaChange might play to help nonprofits have more impact while giving donors leveraged funding opportunities.

Prior to joining SeaChange, John was a partner at Warburg Pincus in that global private equity firm’s New York, Tokyo, and London offices. At Warburg Pincus, he was responsible for overseeing the firm’s expansion into several new international markets and industry segments, designed the firm’s investment performance and measurement

system, was co-head of professional development, and served as a director of 16 companies, public and private. Earlier in his career John worked as a software engineer in Tokyo and a management consultant at Oliver Wyman.

In conjunction with the Centre for Economic Performance at the London School of Economics and the Positive Psychology Center at the University of Pennsylvania, John coordinated a three-year program in resilience-building and depression prevention for more than 3,000 children across 25 middle schools in the United Kingdom.

John has a BSE from Princeton University and a MSc in Philosophy and Public Policy from the London School of Economics. He serves on the board of the New York Junior Tennis & Learning, the Credit Committee of the Contact Fund, the Chairs Cabinet of the Human Services Council, and is an equity investment advisor to MicroVest Capital Management. John lives in Brooklyn with his wife and four daughters.

Ken Berger **President & Chief Executive Officer, Charity Navigator**

Ken Berger joined Charity Navigator in 2008 after almost thirty years' experience working in the charitable non-profit sector. He has held leadership positions at a variety of human service and health care agencies, both large and small, and has operated programs serving many underserved populations including the homeless, the developmentally disabled, the mentally ill, substance abusers, the medically needy, and persons with HIV/AIDS, among many others. Ken earned his Bachelor's degree at the University of Buffalo. He went on to obtain a Master's degree in Psychology from Antioch University and a Master's degree in Business Administration from Rutgers University.

Ken has a deep passion for helping donors become wise social investors (charitable givers who see their donations as a long term social investment) by learning how to identify and then support high performing nonprofits. He also has a deep interest in encouraging charitable non-profits to perform effectively and thrive even in challenging times. He is a regular presenter at conferences on both the domestic and international stage, is frequently interviewed by regional, national and international media on nonprofit issues and has published numerous articles on issues affecting the nonprofit sector's effectiveness. In addition, he is the author of Ken's Commentary, a blog about his thoughts on the non-profit sector. Ken is also a LinkedIn Influencer and writes a monthly article on charity issues there.

Currently, Ken is an Ambassador for the Leap Ambassador Community, an international community of practitioners working to advance performance management, outcomes, and impact in non-profit sector. He is also an Advisory Board Member for the Money for Good Advisory Council and a member of the Alliance for Effective Social Investing. He

was a founding member of the Social Impact Analysts Association, and a member of the CFC-50 Commission which was formed under the U.S. Office of Personnel Management to strengthen the integrity, operation and effectiveness of the Combined Federal Campaign (the largest workplace giving campaign in the world).

Michael M. Weinstein
Chief Program Officer, Robin Hood Foundation

Michael M. Weinstein holds a Ph.D. in economics from M.I.T. and has served as chief program officer for the Robin Hood Foundation since 2002. He served as the founding director of the Maurice R. Greenberg Center for Geoeconomic Studies at the Council on Foreign Relations while holding the Paul A. Volcker Chair in International Economics at the Council. During the 1990s, he served on the editorial board of *The New York Times* and as the *Times'* economics columnist. He is co-founder and chairman emeritus of Single Stop U.S.A., a national nonprofit which helps low-income Americans solve financial problems, and president and founder of W.A.D. Financial Counseling, Inc., a non-profit foundation which counsels low-income families.

Weinstein is currently writing an intellectual biography of Paul A. Samuelson, the first American Nobel laureate in economics, and writes a syndicated column on public policy for Thomson/Reuters. Columbia University Press published his co-authored book, *The Robin Hood Rules for Smart Giving* in May, 2013. He co-authored *The Democracy Advantage: How Democracies Promote Prosperity and Peace* (Routledge and the Council on Foreign Relations, 2004), edited *Globalization: What's New?* (Columbia University Press and the Council on Foreign Relations, 2005) and authored *Recovery and Redistribution under the N.I.R.A.* (North Holland, 1980). He has written over a thousand columns, editorials, news-analysis and magazine articles for *The New York Times* about health care, welfare, energy, social security, tax, budget, trade, inequality, environment, regulation, antitrust, telecommunications, education, banking and many other public-policy issues.