NYC Tech Talent Draft Online Panel: Startups Doing Good
April 28, 2015

TONIGHT'S PANELISTS:

Raphael Carty, *CEO and Founder*

Raphael has over 20 years of leadership experience in software starting in Silicon Valley with Hewlett-Packard Information Networks Product Management   Raphael has also taught in the Marketing Department at Harvard Business School. Raphael was VP Product Management and CMO at CertCo a venture-backed information security startup, built a startup ecommerce business to $55 million in 2 years at Chase Credit Cards and headed Marketing at DealerTrack (NASDAQ:TRAK) a B2B SaaS solution company. Raphael holds an MBA from Harvard Business School and a bachelor's degree in Engineering/Computer Science from Harvard College.

About Callida Energy

Callida Energy is reinventing the way buildings work for everyone – occupants, Facility Management and Sustainability. Callida's learning software delivers optimal building control strategies based on unique facility needs, automatically. The result: increased net operating income and reduced carbon emissions. Callida was founded by software and building energy experts who are passionate about improving sustainability and efficiency in buildings. Callida is located in downtown Manhattan in the West Village. Callida is a graduate of the Dreamit Ventures Accelerator.

Commercial buildings account for 19% of energy used, 36% of electricity consumed and 18% of carbon dioxide emissions in the US.   At Callida we are excited about growing an exciting new business as we make a significant impact on reducing carbon emissions in buildings.

Malina Tran, *Director of Community & Partnerships*

Malina cares deeply about thriving diverse cities, and is interested in how tech can intersect with economic development to create access and opportunities. At C4Q, Malina oversees external relations and community-building efforts, and her role spans policy and government engagement, volunteer coordination, and event activation. Prior to C4Q, Malina has worked at the NYC Department of Transportation's urban design and art unit and Downtown Brooklyn Partnership, a local development corporation, where she worked on the planning and fruition of the Brooklyn Tech Triangle.

About Coalition for Queens

Coalition for Queens (C4Q) fosters the Queens tech ecosystem to increase economic opportunity and transform the world's most diverse community into a leading hub for innovation and entrepreneurship. Established in 2011, we aim to create a tech community that is reflective of our society, with individuals from a wide range of backgrounds and experiences.

ScriptEd >_

Rebecca Novak, *Director of Programs & Community Affairs*

Rebecca Novak is ScriptEd's Director of Programs and Community Affairs. Before joining the ScriptEd team, Rebecca spent three years as a special education teacher and Teach for America corps member in San Francisco. Rebecca has a Masters in Education from the Hufstedler School of Education at Alliant International University. She graduated Magna Cum Laude with a Bachelors of Arts in English from Tufts University, and spent five months studying at the American University in Cairo. Rebecca is also a performer who studies improvisational comedy at the Upright Citizens Brigade. She can be seen occasionally making things up on stage with her indie team, "Shannon?".

About ScriptEd

Founded in 2012, ScriptEd is a start-up nonprofit that aims to equip students in under-resourced schools with the fundamental coding skills and professional experiences that together create access to careers in technology.

ScriptEd brings its tuition-free program directly to schools, where classes are taught by software developers on a volunteer basis. Students apply their new coding skills in paid summer internships where they work with role models in the field as well as gain the experience and confidence necessary to pursue careers in technology.

Upraised˙Learning™

Jeff Mathews, *CEO & Co-Founder*

Jeff Mathews cofounded Upraised in 2013 with Alex Weinberg. Both began their careers as educators. This is Jeff's second start-up. He cofounded an advertising technology company in the late 90s. Most recently he spent nearly 10 years at Scholastic, where he was the head of corporate strategy and business development. He's also a life-long coder, teaching himself BASIC as a kid and ultimately building Upraised's current platform (in full-stack Javascript). He earned his bachelors degree at Princeton University and a Ph.D. at Oxford University.

About Upraised

Upraised Learning is a public benefit corporation dedicated to helping parents and families, especially in disadvantaged communities, help their kids succeed in school – and in life. We develop unique content and have built an innovative technology platform that uses SMS, email and the mobile web to help all parents understand what their kids are learning and how they as parents can help. Upraised is less than two years old, but already working with nearly 100 schools and 50,000 families. We're hiring people who love working with families and schools and building great technology and content for a social impact.

Marissa Feinberg (Moderator)

Marissa Feinberg is PR & Brand Director of [Mission Hub LLC](). MissionHUB operates a network of Impact Hub co-working campuses in San Francisco, Berkeley, New York City, Philadelphia, and Washington D.C., as well as the annual [SOCAP conference for impact investors](). Previously, Marissa co-founded Green Spaces NY, acquired by MissionHUB in December, 2013.

Marissa also co-founded [Flockd](), powering productivity and connectivity for innovation. Previously, she did Partnership Development at Felissimo, building a network of 350 organizations in support of design for social innovation.

About Impact Hub NYC

Impact Hub NYC, a certified B Corporation, is a coworking & events space for a community of entrepreneurs, activists, creatives, and professionals taking action to drive positive social and environmental change. Impact Hub NYC is part of a worldwide Impact Hub community of more than 7,000 professional members in 50+ physical spaces worldwide.