



## ***Vision 2020 Think Tank: Female Founders***

**May 3, 2018  
5:30 – 7:30 pm**

### **DESCRIPTION**

Please join us as a participant in the next Vision 2020 Think Tank for an engaging discussion with top female founders.

The Vision 2020 Project is a 10-year national campaign to advance women's economic and social equality. Delegates from all 50 states collaborate to: (1) increase the number of women in senior leadership positions, (2) advance women's economic security and achieve pay equity, (3) educate young people to value gender equality, shared leadership and civic engagement and (4) engage and educate women voters and increase women's participation in the political process.

### **SPEAKERS**

**Carmel Jud**, Executive Director & Founder,  
Rising International

**Joyce Reitman**, Chief Executive Officer,  
Motionloft

**Vania Schlogel**, Managing Partner & Founder,  
Atwater Capital

**Sara L. Terheggen**, California Delegate,  
Vision 2020 Project

### **EVENT DETAILS**

**5:30-6:30** Networking Reception

**6:30-7:30** Panel Presentation

### **Skadden, Arps Offices**

525 University Avenue, 14<sup>th</sup> Floor  
Palo Alto, CA 94301

**Parking:** Street parking normally is available within a block of the building. Alternatively, covered parking is available in Skadden's lot on Cowper Street between Lytton and University. Bring your parking stub to event check-in for validation.

### **Hosted by:**

- Stanford Rock Center for Corporate Governance
- Berkeley Center for Law & Business
- Association for Corporate Growth (Silicon Valley)
- Skadden, Arps, Slate, Meagher & Flom LLP

*Space is limited. RSVP to* Dr. Sara L. Terheggen,  
st@nbdpro.com, (408) 201-2964.



Berkeley Center for Law,  
Business and the Economy



## BIOGRAPHIES OF SPEAKERS

### **CARMEL JUD, Executive Director & Founder, Rising International**

From an early age Carmel Jud did daring things. At age 15 she was living on her own, and after attending high school for two years, she founded an award-winning advertising and market research firm. In the 20-year history of the company, Carmel led CJCG from a start-up to a sought-after firm working with Fortune 500 companies. Then one evening in 2000 Carmel reached over to the pile of books stacked on her bedside table and read one question that changed her life. “How are you best suited to serve humanity?” She put herself on a quest to find the answer, and in 2002 Carmel did another daring thing. She and her husband sold almost everything they owned, moved into a donated barn and launched Rising International.

Rising International is the first nonprofit in the world to use the direct sales business model to contribute to solving extreme poverty; both locally and abroad. Carmel’s innovative idea for alleviating poverty using a \$185 billion model has earned her much recognition and several awards, including *Huffington Post*’s “Greatest Person of the Day.” She opened for Melinda Gates at a TEDx event, was named 50/50 Leadership’s “Woman of the World,” garnered first place in the Cruz Cares Social Innovation Competition, won the Silicon Valley Community Impact Award, and is a proud recipient of the prestigious Ashoka Changemaker award. Since its inception, Rising International has supported 22,000 women and children living in the most dangerous and remote places on Earth. Today, Rising works with women in more than 20 developing countries. Part of its mission is to focus on areas of the world where it’s the hardest to be alive as woman. After receiving a tip about a child who was sold into human trafficking, Carmel spearheaded the 2014 launch of the Coalition to End Human Trafficking in Santa Cruz and Monterey Counties. The Coalition includes more than 40 organizations, businesses and law enforcement agencies now working together at the forefront of a localized movement to end human trafficking—an ambitious but not impossible mission, as Carmel has learned that sometimes the most important change is the kind that comes from daring to try.

### **JOYCE REITMAN, Chief Executive Officer, Motionloft**

Joyce is the CEO of Motionloft, an emerging leader in the localized data analytics industry serving the real estate industry, global brands, and smart city initiatives. Joyce is passionate about real-world applications of IoT as an extension of her career working in technology. Before Motionloft, Joyce founded five companies spanning software, hardware, and manufacturing. She was a commercialization expert for over 20 companies awarded NSF SBIR grants. Joyce has been the CEO and CFO across a spectrum of industries working in startups and Fortune 100 companies. Her specialty is cutting through the noise to get things done with innovation.

### **VANIA SCHLOGEL, Founder & Managing Partner, Atwater Capital**

Vania Schlogel is the Founder & Managing Partner of Atwater Capital, a media and entertainment private equity fund. She brings a deeply honed financial acumen from serving as an executive at top tier Wall Street institutions, as well as an operational background from serving as Chief Investment Officer of Roc Nation (founded by Shawn “Jay Z” Carter), as Interim Chief Financial Officer of MultiScale, and Board Member of BMG (the world’s largest independent music publisher) and Pets at Home (a UK Fortune 500 company). She is currently Chair of the Board for Epidemic Sound and on the board of Adaptive Studios.

While at Kohlberg Kravis & Roberts, Vania was a member of the Private Equity team investing primarily in the Media and Entertainment sectors. Her first role was as an original founding member of the KKR Capital Markets business in Europe, and prior to leaving KKR, Vania was tasked with starting the Growth Equity division of the firm, focused on Tech and Media growth companies. Prior to KKR, Vania was a member of the Leveraged Finance and Capital Markets divisions in Los Angeles and London at Goldman Sachs.

### **SARA L. TERHEGGEN (“Dr. T”), California Delegate, Vision 2020 Project**

Dr. Sara L. Terheggen is a leading advisor with significant business, strategic and legal expertise having advised on corporate and private equity transactions with an aggregate value of approximately \$100 billion. Dr. T is the founder and managing director of the NBD group, a new type of business and legal services firm. Her private equity fund formation expertise focuses primarily on representing sponsors in the structuring, formation and offering of private funds. She also has significant capital markets expertise representing both issuers and investment banks in connection with securities offerings. Sara’s leadership experience includes building enterprises from the ground up. Dr. T is currently Chief Operating Officer for Stampede Ventures and a Director for Atwater Capital where she serves on the Investment Committee.

Dr. T sits on several boards and is a frequent speaker on topics such as innovation, fund formation, IPOs and leadership. Numerous organizations, including Chambers, the National Diversity Council, The San Francisco Business Times, The Recorder, Silicon Valley Business Journal, Euromoney Legal Media, Super Lawyers, Public Counsel and the University of Oregon have honored her on numerous occasions with awards for professional and community leadership. Dr. T received her Ph.D. from Pennsylvania State University and her J.D. from Berkeley.