



## FIRST MOVERS

aspen institute

## 2023 INNOVATION PROJECTS



### **DAVID BARAHONA, Senior Director of Sustainable Investing, PepsiCo**

Establishing a catalytic multi-year investment in Regenerative Agriculture enabling additional stakeholder investment/partnerships.



### **GARY BINSTOCK, Sr. Director, Innovation and Engineering Technology, Colgate-Palmolive**

Advancing startup projects to progress Colgate-Palmolive's sustainability targets via participation in our collaborative multi-company accelerator.



### **LINDSAY BIRT, Client Solutions Manager, Xylem Inc.**

Developing an equity-centered digital transformation strategy enabling Xylem to help vulnerable wastewater utilities realize improved resiliency and efficiency of their wastewater collections and treatment operations.



### **JEFFREY BURRELL, Sr. Director, Social Impact & Sustainability, Riot Games**

Catalyzing and accelerating the adoption of digital thriving design and pro-social behavior in video games in order to create more resilient and flourishing communities.



### **ROSELYN CASON-MARCUS, Director, Hiring and Affinity, McKinsey & Company**

Leveraging McKinsey's expertise in CEO excellence to develop and increase the next generation of female C-suite executives (piloting Black female executives first).



### **ZOFIA CIECHOWSKA, Vice President, Strategy & Operations, Etsy**

Increasing the sales of retro, secondhand, vintage, and antique inventory across Etsy, Inc's marketplaces to boost circular buying habits and reduce the environmental impact of shopping and fulfillment lifecycles.



### **CONOR FARESE, Director, Climate, IDEO**

Creating clear, compelling, urgent and actionable opportunities for corporations to impact the biodiversity crisis through innovation and design.



### **ROB GARCIA-GRADOVILLE JR., Sustainability Manager, Cargill**

Creating processes to identify and test more employee-led ideas for climate action that support Cargill's ambitious greenhouse-gas reduction goals.



### **MARTIN GONZALEZ, Principal, Leadership & Org Development, Google**

Advancing research about the psychology of start-up teams to help leaders build healthy, thriving organizations that fuel enduring innovation and societal impact.



### **GLORIA GRAVLIN, Director, CS&S Chief of Staff Team & Social Mobility Lead, Capital One**

Developing a workspace and impact center that addresses local needs and benefits the economies where we work and live by creating access to workforce development that empowers a sustainable and diverse talent pipeline.



**DEE MILLER, Director, Inclusive Design & Products, Visa**

Implementing an inclusive design strategy to refine Visa's digital payment solutions, expanding access, and fostering financial inclusivity for benefits recipients of government disbursements in North America.



**OKWUDIRI ONYEDUM, Treasurer, Low Carbon Solutions, ExxonMobil**

Developing a public-private financing strategy to accelerate the deployment of decarbonization solutions at global scale.



**CELESTE PARISI, Faculty Leader, Apple University, Apple**

Developing a new talent strategy to help Apple managers accelerate the growth of Apple's next generation of diverse leaders while continuing to deliver transformative products that enrich customers and society.



**MEG PARKER YOUNG, Vice President, ESG Strategy, Fannie Mae**

Launching an enterprise impact evaluation framework to identify and prioritize high impact actions, catalyzing Fannie Mae's capacities to drive equitable access to stable housing for consumers



**ASHLEY PELZEL, Head of Technology Operations, Bridgewater Associates**

Increasing supplier quality and diversity by transforming how we engage and select the partners we work with.



**MEGAN PITTS, Senior Director, Global Inclusion & Diversity Enterprise Strategy, Bristol Myers Squibb**

Creating a data-centered framework to strengthen our DEI investment strategy and measure the impact of integrating inclusive practices throughout the business to achieve equity for diverse patient populations.



**JOHN PRENDERGAST, Vice President, Operations, Levi Strauss & Co.**

Building an integrated network of suppliers, third party logistics operators, and technology companies, who are equally committed to our sustainability and environmental impact work.



**ANDREA RIEHL, Associate Director, Social Impact, Best Buy**

Leveraging community partnerships and expertise to fill strategic business needs, including talent pipelines, capacity building, and training.



**RAENA SADDLER, Director of Product, Youth Well-Being & Equity, Meta** Developing a framework and strategy for supporting Meta's platforms to be more safe and age-appropriate by default for early and late teens.



**WARREN STEELE, Director, Strategy Implementation, CVS Health**

Developing frameworks and consistent principles for product design that will enable patients' caregivers to interact more effectively with CVS Health's services.



**ROCIO VELARDE, Citi Country Officer and Banking Head, Ecuador, Citi**

Developing the roadmap for the establishment of a Conservation and Social Finance Innovation Lab for Citi in Latin America to catalyze scalable, bankable solutions that protect biodiversity, support native communities, and promote regenerative and inclusive progress.