

**Exploring Certification: The Craftmark Model**  
**An Alliance for Artisan Enterprise Working Group Roundtable**  
Wednesday, June 12, 2013

**PRESENTER BIOS**



**AMITA ARORA PURI, Executive Director**  
**All India Artisans and Craftworkers Welfare Association (AIACA)**

Amita Puri has worked both for the for-profit and not-for-profit sector. After completing her Masters in Business Management, Amita joined Standard Chartered Bank where she worked for eight years across retail and corporate banking functions. She joined CRY, India's leading child rights organization and worked with them for nine years first as Head of Global Operations and then as General Manager, Resource Mobilisation. She was CEO of Charities Aid

Foundation from April 2009 - April 2012.

She is an advisory group member of Asian Venture Philanthropy Network and a frequent resource person for South Asian Fund Raising Group and Resource Alliance.



**JIM BRETT, President**  
**west elm**

Jim Brett joined the west elm team in early 2010 and immediately oversaw a successful revitalization of the brand. Leading with a vision to 'make it simple for people to express their personal style at home,' he developed an influential new look and feel for west elm and an innovative strategy to strengthen the brand's commitment to craft.

With a focus on job creation and economic development, he led initiatives to expand the assortment and introduce new products sourced from craft communities. He fostered innovative design collaborations with independent artisans around the world and in the US. Under his direction, west elm has also partnered with organizations such as the Clinton Global Initiative, Alliance for Artisan Enterprise, Etsy and Craftmark to support the development of global craft and artisan skill building.

Jim came to west elm with more than 19 years of retail experience in leadership roles at Philadelphia-based Urban Outfitters, the Anthropologie Home brand, the J.C. Penny Corporation and May Company Department Stores. He holds a bachelors degree from Boston University.



**ARUSHI CHOWDHURY KHANNA, Manager, Enterprise Support Program  
All India Artisans and Craftworkers Welfare Association (AIACA)**

Arushi Chowdhury Khanna is an economics graduate from St Xavier's College, Mumbai and a post graduate from NIFT. Through varied assignments with organizations such as the SGSY Project in Gujarat, Adiv-Pure Nature Exports, e-commerce site craftsvilla.com and WomenWeave, she has worked on creating sustainable artisan-based enterprises across the commercial, governmental as well as non-profit sectors.



**KAREN GIBBS,  
Co-Founder/ President, ByHand Consulting  
Co-Director, Artisan Partners @ Aspen**

Karen Gibbs was drawn into the artisan sphere through her interest in economic development and her aspirations to use the "trade not aid" approach – and she has never left! From her work with non-profit organizations, including Aid to Artisans and HAND/EYE, to consulting to international development organizations in more than 30 countries, and co-founding a successful import/wholesale company, Karen has seen first-hand how the artisan sector touches on all aspects of sustainable economic development. Today, as co-founder of ByHand Consulting, Karen leads project management and new business initiatives. Additionally, Karen is Co-Director of *Artisan Partners @ Aspen*, a new collaboration between *The Aspen Institute* and *Hand/Eye Fund*, and the *Alliance for Artisan Enterprise*.



**JENNIFER GOOTMAN, Executive Director  
Global Goods Partners**

Jennifer Gootman is the executive director of Global Goods Partners, where she has overseen a 50% increase in sales each year. Jennifer has more than ten years experience working with economic development and arts-focused nonprofits and social enterprises. Prior to joining GGP, Jennifer was the deputy director of City Futures, the nonprofit parent of City Limits magazine and Center for an Urban Future think tank.

She has also worked as communications director for Art in General, a nonprofit cultural organization in Lower Manhattan, and with Agora Partnerships in Nicaragua, where she planned and implemented a distribution and scaling strategy for a jewelry business that trains and employs disadvantaged youth. She has consulted for the International Rescue Committee, ACCION USA, and Mumbai-based Dial 1298 for Ambulance. In addition to her work in social enterprise, Jennifer designs and produces her own line of jewelry.

Jennifer received an MBA with distinction from NYU Stern where she specialized in Finance and Social Innovation and Impact and a BA from Harvard University where she majored in History and Women's Studies.