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## Millennials Change: **Redefining Multiculturalism In Entrepreneurship**

Thursday, February 22, 2018, 6:00 PM - 8:00 PM EST

Flagship Microsoft Store, 677 5th Avenue, New York, NY 10022



**Amanda E. Johnson**  
Co-Founder and  
Co-CEO of Mented Cosmetics

Amanda E. Johnson is the Co-Founder and Co-CEO of Mented Cosmetics, a digitally native beauty brand targeting women of color. Launched in January 2017, Mented has taken the beauty industry by storm by unapologetically placing women of color at the forefront. The company has been featured in several publications including Essence, Allure, Vogue and Forbes as shepherding a real change in beauty diversity. A graduate of Howard University and Harvard Business School, Amanda is excited to be an entrepreneur focused on digital strategy and brand building. With a myriad of experiences in finance, consumer marketing, and digital experience Amanda is excited to craft brand stories and build customer communities. Amanda is very involved in her community through involvement in Alpha Kappa Alpha Sorority, Inc, The Junior League of New York, and The Howard Alumni Association. Connect with Amanda on Twitter (@pretypensive) and on LinkedIn.



**Karen Goldfeder**  
VP, Business Development  
at DoSomething.org

As DoSomething.org's Vice President of Business Development, Karen Goldfeder oversees all corporate partnerships at DoSomething.org, the global not-for-profit that empowers young people to take action around causes they are passionate about. With 5.5MM active members worldwide, DoSomething.org is the largest member organization for young people and social change. While at DoSomething.org, Karen has managed initiatives with Coca-Cola, CVS, ESPN, H&M, JetBlue, and other top youth brands.

Karen has been involved in not-for-profit management for over 10 years and currently teaches the Business of Not-for-Profit Management at NYU Wagner. Prior to her role with DoSomething.org, Karen served as Development Director for Second Stage and managed the Signature Theatre Company's capital campaign to open a Frank Gehry-designed theatre complex in Times Square.



**Melissa Adeyemo**  
Independent Film Producer

Melissa Adeyemo is currently independently producing content in New York. She has produced the short film Open Wounds, an Official Entry to the 2015 Dubai International Film Festival. Additionally, she has produced Still Water Runs Deep, an Official Entry to the 2017 Toronto International Film Festival and 2017 African International Film Festival. Her portfolio includes her work as the Unit Production Manager on the web series, Unicornland. Melissa is currently in development on another short film, as well as two feature length films. She has over ten years of experience in the media and entertainment space. She most recently worked for the Technology, Media and Telecommunications group within the strategy consulting arm of Pricewaterhouse Coopers. Prior to business school, she helped build out ROK Studios for iROKotv, a Lagos based media and technology start-up.



**Edrizio De La Cruz**  
Co-Founder & CEO of Regalii

Edrizio De La Cruz is the co-founder and CEO of Regalii, an API that banks and remittance co's use to let their users track and pay all of their family's bills, anywhere in the world.

Prior to Regalii, Edrizio graduated from The Wharton School with an MBA. Prior to Wharton, he was a Private Equity Investor and Investment Banker at J.P. Morgan. In 2006, he graduated cum laude from Baruch College, which he funded while working nights as an aircraft technician for Swissair at JFK airport. Edrizio was born and raised in the Dominican Republic.