

ELLEMENTA FOUNDERS



ALIZA SHERMAN



ALIZA'S EARLY WORK ON THE INTERNET HELPED PAVE THE WAY FOR TODAY'S WEB AND SOCIAL MEDIA INDUSTRY.

- ▶ Started the 1st woman-owned Internet company, Cybergrrl, Inc. and the 1st global Internet networking organization for women, Webgrrls International with 100 chapters worldwide and 30,000 women participating.
- ▶ *Newsweek* named her one of the “Top People Who Matter Most on the Internet.”
- ▶ *Fast Company* called her one of the “Most Powerful Women in Technology.”
- ▶ Author of 11 books including *Social Media Engagement for Dummies*; and *Mom, Incorporated*.

MELISSA PIERCE



MELISSA IS AN ENTREPRENEUR, WOMEN'S RIGHTS ADVOCATE, AND DOCUMENTARY FILMMAKER.

- ▶ Served as Chief Operating Officer and Chief Marketing Officer of the techno-fashion startup Everpurse in 2012.
- ▶ Founded Pitch Refinery Conference to help new women entrepreneurs practice framing and pitching new ideas.
- ▶ Founded the Chicago Women Developers group, a community for women in computer programming, one of the largest such groups in the country.
- ▶ Crowdfunded, directed, and produced two documentary films, the award winning *Life in Perpetual Beta*, and *Born with Curiosity, the Grace Hopper Story*.