

ELLEMENTA FOUNDERS



ALIZA SHERMAN CEO



- 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 COO



- Served as Chief Operating Officer and Chief Marketing Officer of the techno-fashion startup Everpursue 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*.

ASHLEY KINGSLEY CMO



- Serial entrepreneur, Ashley founded Daily Deals for Moms in 2010, grew into 27 markets and sold in 2012.
- Spent over a decade building digital marketing strategies for multi-million dollar brands, startups and more recently, the cannabis industry.
- Appeared in the *Wall Street Journal*, *Mashable*, *Woman’s Day* magazine as well as, Fox, CNN, CNBC, and MSNBC.
- Holds a BA in sociology and communications.
- Helped launch Ellementa Denver as lead organizer.