

## Fund for Social Equity Board of Advisors (2024)



[Steve Aronson](#) led many of Johnson & Johnson's iconic consumer brands before spending much of his professional career on the agency side of the business creating strategic marketing plans and communication campaigns for clients. He initially served in a Managing Director role at NCI Advertising (Publicis Groupe) before heading up IMC Marketing Communications where he accelerated growth for a wide variety of clients with a relentless pursuit of customer-centric and data-driven insights. In 2020, Steve sold to the Market Performance Group which was desirous of bringing his agency's talents to its roster of clients too. As an EVP at Market Performance Group, Steve led the agency's overall strategic development and operations through 2023 and now serves in a part-time capacity. Beyond his professional career and for the past 25 years, Steve has led and contributed in numerous roles to multiple 501(c)(3) community youth sports organizations.



[Mark Winston Griffith](#) is the co-creator and host of School Colors and Executive Editor of [Brooklyn Deep](#), a journalism platform produced by people who have a personal stake in the future of Central Brooklyn. Trained journalists and untrained residents alike tell their stories and publish investigative news, analysis, and data that chronicle neighborhood change in Central Brooklyn and bring transparency to the exercise of institutional power. Until 2022 Mark served as Executive Director of The Brooklyn Movement Center (the "MC") seeks to make the people of Central Brooklyn a significant role player in the building of a progressive agenda and the realignment of power in New York City. Brooklyn MC builds the capacity of predominately of-color, working class people living in Central Brooklyn (Bedford-Stuyvesant, Crown Heights and the surrounding area) to identify policy issues of critical importance to them, establish a base of support with their neighbors and fellow stakeholders, and build effective community organizing campaigns around those issues. Mark was recently awarded the prestigious [David Prize](#) which provides funding to extraordinary New Yorkers who want to build a better New York City.



[April Jeffries](#) currently serves as Global President of Ethnography and Immersion with Ipsos. She is an accomplished business consultant with a track record of successfully building profitable brands through visionary organizational leadership and creative innovation strategies. Known for her unique combination of strategic insight, high creativity and intense analytic bandwidth, she has unleashed organic growth across a variety of sectors with organizations ranging from entrepreneurial ventures to private equity backed businesses to Fortune 100 companies. April is a graduate of MIT and Wharton B-School and also an award-winning writer and performing artist. April is a frequent performer in the NYC arena where she has sponsored fundraising efforts for the American Cancer Society and Alzheimer's research. She is the producer and vocalist on her released CD Voices of Remembrance and author of Idea Birthing - A Woman's Guide to the Successful Delivery of a Brilliant Idea.



[Mark Koide](#) has served as GM/CEO of many highly successful consumer packaged goods and service businesses, including Mars and Danone, in which he transformed them through identification and leverage of competitive advantage to drive revenue and expand margins. As the founder of the Fund for Social Equity, he now seeks to apply a career's worth of learning in the private sector to help reduce the racial wealth gap in the U.S. Mark's approach to the companies he has led has been to leverage quantitative testing and high-end analytics to create advantage.

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[Michael Neuwirth](#) is a communications leader for businesses and nonprofits who has helped shape the direction and reputation for Danone, B Lab (B Corp certification), American Sustainable Business Network and others. Following 25 years of in-house leadership, Michael now serves clients as an independent consultant with sustainability related communications, stakeholder mapping, audits and assessment, communications planning, crisis and issues management,

change management, and cohort building.

Among the industry-shaping communications Michael has led are development of the better-for-you food market based on functional food ingredients, including probiotics, as well as organic foods, and plant-based diets. In addition to his in-house corporate roles, Michael served in leadership positions as the communications agencies of Porter Novelli and Ruder Finn. In addition to his consulting practice, Michael is an angel investor and manages a small family real estate business.



[Amy Segal](#) is an attorney with WilmerHale whose practice focuses on tax and other legal issues of charities, such as foundations, schools and educational organizations, scientific and environmental organizations, youth-oriented groups, arts organizations and community groups, as well as other tax-exempt organizations. Ms. Segal assists a wide range of clients in areas such as grant making, structuring and other corporate matters, corporate governance, joint ventures, unrelated business income tax, internet

activities, fundraising and charitable solicitation, conflicts of interest, private foundation rules, intermediate sanctions, legal issues related to sponsored research, lobbying, and obtaining and maintaining tax-exempt status. Ms. Segal provides pro bono representation for many nonprofit organizations. Ms. Segal was formerly general counsel at Education Development Center, Inc., an international nonprofit organization, and has practiced in the Office of the General Counsel, Harvard University.



[Greg Shaw](#) is a writer and in-house scholar with Microsoft who also served as U.S. policy and advocacy director for the Bill & Melinda Gates Foundation. Greg led the foundation's Pacific Northwest Program, which focused on improving the lives of low-income families in the region. He created the foundation's Early Childhood Learning initiative, founded Thrive by Five, and managed the College Readiness portfolio in the State of Washington. Greg is co-author of multiple books on business, technology and society, including *Hit Refresh* by Satya Nadella and *Reprogramming the American Dream* by Kevin

Scott. *Hire Purpose* (Columbia University Press) was written with Deanna Mulligan. His collaborations with Pfizer CEO Albert Bourla on the book *MOONSHOT* and the Berkshire Hathaway-owned Brooks, *RUNNING WITH PURPOSE* by Brooks CEO Jim Weber, have been bestsellers within their categories. Greg was a partner in the marketing communications firm of Shepardson Stern and Kaminsky (SS+K), where advised the Gates Foundation and numerous leading corporate brands. Prior to Microsoft, Greg was an executive with Ketchum in Washington, D.C. He has served in the Office of the U.S. Secretary of the Interior and within the U.S. Bureau of Indian Affairs. He began his career as a writer and editor for numerous newspapers, including the Cherokee Advocate, the newspaper for the Cherokee Nation of Oklahoma.

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[Patrice Tanaka](#) is a best-selling author, public speaker on business and life purpose, serial entrepreneur and co-founder of three award-winning, PR & Marketing agencies, and the consultancy, [Joyful Planet](#), focused on building purpose-driven individuals and organizations. She is co-author of best-selling books, [Beat the Curve](#) and [Performance360](#), where she writes about life and organizational purpose. Patrice has been honored by many organizations, including *PRWeek* (Hall of Fame inductee), Public Relations Society of America (“Paul M. Lund Award for Public Service”), New York Women in Communications (“Matrix” Award), Asian Women in Business (“Entrepreneurial Leadership Award”), *Working Mother* magazine (“Mothering that Works” Award), Girl Scouts of Greater New York (“Women of Distinction” Award), University of Hawaii (“Distinguished Alumni” Award), among others. She is Past Co-Chair and Advisory Council member of the [Diversity Action Alliance](#), a PR industry-wide coalition of 15 influential organizations committed to action on diversity, equity and inclusion. Patrice has served as a director for many organizations committed to serving youth, girl- and women’s leadership development, economic empowerment, gender equity, and social justice. She is a co-founder of the Asian Pacific American Women’s Leadership Institute in 1995, now part of the [Center for Asian Pacific American Women](#). Patrice is a vocal advocate for the AANHPI community and co-organizer of the [Museum of Public Relations](#) first-ever AAPI Heritage Month celebration in May 2020. Patrice has lived in New York City for most of her adult life but calls Hawaii “home” and is committed to living her life with the “Aloha Spirit.”