

GHTC 2016 Panel Session: (Friday lunch)

Building Effective Distribution Channels for Humanitarian Technologies

EMMA COLENBRANDER

Emma Colenbrander is a co-founder of social enterprise Pollinate Energy, and is based in Bangalore, India as Chief Sales Officer. She previously spent two years working for the Australian aid program at Australia's Department of Foreign Affairs and Trade (DFAT), focusing primarily on development finance, aid program management and development innovation. Emma has also worked with Herbert Smith Freehills and acquired several years of consultancy experience working with the not-for-profit organisation, 180 Degrees Consulting, most recently as their International Consulting Director for the Australasia region. Emma has a degree in International Relations/Law (Hons I) from Sydney University. She is a Youth Action Net Laureate Global Fellow, a graduate of the Miller Centre GSBI Accelerator Program and was a Finalist in the Australian Women of the Future Awards.



STEELE LORENZ

Steele Lorenz is the Co-Founder and CEO of MyRain, a social venture focused on distributing efficient irrigation systems to smallholding farmers in India. Founded in 2012, MyRain has distributed 2,600 acres worth of irrigation equipment helping 13,000 farmers and their families save 5 billion liters of water while producing an additional 10,000 tons of food annually. Prior to launching MyRain, Lorenz worked as a digital strategy consultant at Ovative/Group, one of the fastest growing independent digital agencies in the United States. In this role, he consulted with top 20 retailers seeking to develop omnichannel digital marketing strategies. Lorenz has a B.S.B in Entrepreneurial Management from the Carlson School of Business at the University of Minnesota.



JODIE WU

Jodie Wu is the Founder and Chief Executive Officer of Global Cycle Solutions (GCS), a company focused on providing access to transformative technologies through a last-mile distribution network of over 200 village entrepreneurs. Fluent in Swahili, an engineer by background, and an entrepreneur who dove straight into social enterprise at 22 years old, Wu brings unique expertise to the field having lived and worked in Tanzania since 2009. Her 30-

person Tanzanian team has delivered life-improving solar lanterns, clean cookstoves, and agricultural tools to over 75,000 families. GCS is setting a new "global community standard" in Tanzania, providing products and a level of service that rivals Western markets, as well as creating tremendous opportunities for cost savings and income generation for its customers. As a champion of collaboration, Wu has facilitated small-scale manufacturing of 15,000 sheet metal agricultural tools in developing markets, advised dozens of fellow entrepreneurs entering the Tanzanian market, and consulted for various international energy companies to bring new services to rural villages. Wu was named one of Bloomberg BusinessWeek's America's Most Promising Entrepreneurs in 2010 and Forbes' 30 under 30 in 2011. She is also a 2010 Echoing Green Fellow, 2011 TEDGlobal Fellow, 2012 Ashoka Emerging Innovator, 2013 D-Lab Scale-Ups Fellow, and 2016 C3E Award Winner for International Leadership. Jodie holds a BS in Mechanical Engineering from the Massachusetts Institute of Technology.



MODERATOR: JACKIE STENSON

Jackie Stenson is passionate about technology dissemination. An engineer by training, Jackie worked for technology-for-development initiatives in 11 African countries and India, until she realized that the real challenge is getting these products to their intended end users. She shifted her focus to technology dissemination strategies in low-income settings, specifically in East Africa and India. Her work and research helped lay the groundwork for Essmart, which she co-founded with Diana Jue. Essmart is a distribution company for life-improving technologies based in southern India that connects local retail shops to a catalogue of essential goods by providing marketing, distribution, and after-sales service. Jackie has a BS in mechanical engineering from Harvard and an MPhil in Engineering for Sustainable Development from the University of Cambridge. She has been featured on the Forbes 30 Under 30 list and Essmart's work has been featured on NPR. She is a 2012 Echoing Green Fellow, a 2014 Cartier Women's Initiative Awards Laureate, a 2016 D-Lab Scale-Ups Fellow, and a 2016 Grinnell College Innovator for Social Justice Prize Winner.

