

Earned Revenue Accelerator 2021 Speakers



Ellen Currin

Web Developer

Ellen Currin is a Detroit-based web developer and entrepreneur. She understands what it takes to launch a small business online and how to earn loyal customers.

If you're struggling with tough questions: What's your brand? Who's your audience? Why aren't website visitors buying my products? Ellen will help you get to the bottom of those problems, and find smart, cost-saving solutions so that your small business can succeed online. When she's not building websites, Ellen would almost always rather be outside: working in her garden, foraging for mushrooms, and hiking with friends.

Susie Wayntraub

Partner, Waxenberg Wayntraub, PLLC

Susie Wayntraub is a partner in the CPA firm Waxenberg Wayntraub, PLLC, where she leads the audit team specializing in auditing not-for-profit organizations. Susie provides advisory services to not-for-profit clients, including software implementation, IRS compliance, and attest services. She possesses the expertise and knowledge necessary to guide organizations through the unique financial reporting and tax requirements of not-for-profits.

Waxenberg Wayntraub, PLLC specializes in closely held businesses and Susie services the needs of small business clients by providing accounting and tax services, including preparation of corporate and individual tax returns. Her designation as QuickBooks Advanced Certified ProAdvisor make her an excellent resource for clients.





Natalie Gingras Hazen

Vice President & Chief Global Strategic Officer,
Gingras Global Inc.

Managing Partner, Makers Environment Fund LLC

Natalie Gingras Hazen is no stranger to social and community impact, having spent 20 years in strategic community development in a variety of roles.

Natalie is highly strategic, and her observant nature lends the exact set of skills to social impact projects of all sizes and scopes. She carries this along with her financial background to serve as Vice President of Gingras Global since 2014.

In 2017, she formed the first skilled trade Impact Capital Investment Fund, the Makers Environment Fund. Natalie uses her background, education, and experience in the financial industry to elevate the credibility of any project she touches.

Natalie started serving on the National Small Business Associations' Leadership Council in early 2019 sitting on both the Technology Council and the Economic Council.

Eric Thomas

Saga MKTG

Eric Thomas is an entrepreneur, storyteller, social commentator, brand strategist, artist, and self-taught designer. His life is one that proves that many things can be true at once and no one is defined by any one part of their identity. During his career he has worked with hundreds of businesses and organizations to help them develop their brands, connect to their markets, and grow in ways they did not know was possible. Known for his unique perspective, engaging communication style, and sharp sense of humor, Eric has made a name for himself as a speaker, writer and adept networker.

His blog on LinkedIn has experienced tremendous success with over 3 million reads and been republished across the globe. As an entrepreneur, he and his business partner have built the unique "storytelling agency" Saga which has generated over 1.4 million dollars in revenue, servicing municipalities, museums, cultural institutions and national corporations. He's proud that during Saga's lifespan, over 60% of the vendors and employees have been people of color and women, proving that the pipeline issue in media is more about access and intention than lack of talent.





Carla McDonald

Operations Manager, Gingras Global

Carla McDonald has a background in project management, peer-to-peer learning and specialized training. She had a 19-year career with AT&T before moving into business consulting; where she has provided services to varied industries. She has significant expertise in technical assistance services for start-up and expanding companies; providing pre-funding assistance and support after the business is launched.

Carla is eager to share her experiences with other entrepreneurs and has a genuine interest in motivating others to achieve their goals.

As Operations Manager, she analyzes the company's overall operational processes and makes certain that resources are directed appropriately.

Jason Caya

Consultant, Gingras Global

Leader and innovator with extensive domestic and global experience utilizing business expertise to found and operate both non-profit and for-profit organizations that deliver measurable social impact. Track record of closing deals with C-level executives, managing a diverse team, and understanding the challenges that face those in need. Started and operated four organizations; managed teams of five to ten people; oversaw organizations totaling nearly \$2,000,000 in aggregate revenue; facilitated countless initiatives and projects with community stakeholders; spurred tens of millions in philanthropic giving and government support; and directly impacted the lives of hundreds of people in need.



Carrie Vestrand

Retail Services Program Manager, TechTown Detroit

Carrie comes to TechTown with over 20 years professional experience in various industries including wholesale distribution and retail. Carrie has been on the front lines of retail operations having been a small business owner for twelve years and brings a high level of understanding and experience in this area. She enjoys assisting in the development and support of small business entrepreneurs and has a strong background in retail operations including but not limited to; merchandising, product selection, customer service, promotions, store events, and pop-ups.



Christina Devlin

Retail Services Program Manager, TechTown Detroit

As part of TechTown's Retail Services team, Christina provides support to entrepreneurs and small business owners, helping them strengthen their business concepts, create sales strategies, open brick and mortar locations, stabilize and grow. She has over 20 years experience in retail program creation and management, operations, product development and non-profit leadership at Pewabic Pottery, The Detroit Institute of Arts, and Pure Detroit.

In 2018, she started Devlin Consulting, helping small and independent businesses to become more stable and successful by creating and strengthening standard operating procedures, training staff, improving visual merchandising, optimizing inventory management, and creating long-term business strategies. In her free time, she enjoys hitting the open road with her family and visiting the weirdest roadside attractions they can find.



Lydia Michael

President and Owner, Blended Collective

Lydia Michael is the President and Owner of Blended Collective, a multicultural marketing and brand consultancy. A thought leader in multicultural marketing, diversity and inclusion, Lydia focuses on helping brands reach and engage diverse audiences and consumers through brand, content and multicultural marketing strategy, which requires an authentically and culturally engaging approach. Her project work includes Deloitte and L'Oréal during her time in Germany.

In recent years, Lydia received several diversity and marketing-centered awards for her work through Blended Collective. She leads workshops and trainings, and speaks

to audiences about topics such as multicultural marketing, diversity and inclusion, entrepreneurship, and leadership.

Lydia enjoys being involved in the arts and culture community, and is a member of the Board of Trustees at the Detroit Symphony Orchestra. She holds a B.S. in Marketing from Wayne State University in Detroit and an M.B.A. in International Management from Pforzheim University in Germany. For more about Lydia, visit blendedcollective.com and lydiamichael.com.



Judy Nimer Muhn

Organizational Development Specialist



When Judy joined NEW as an Organizational Development Specialist, she came with over 30 years of experience in the nonprofit sector. Having held positions on executive staff in Girl Scouting, United Way, American Red Cross, and interim CEO roles for organizations in crisis, Judy comes to NEW from years of consulting, public speaking, and providing workshops around the world. She is also highly credentialed; Judy received her Bachelor's degree from Michigan State University, and holds two Master's degrees – one in HR/Human Service Management from Boston University, and one in Counseling Psychology from University of San Francisco.

Since 2017, Judy's work at NEW has involved sharing best practices of board/staff development, fund development, strategic planning, program management and diversity, equity and inclusion with Southeast Michigan's nonprofit leaders. Judy also provides highly-valuable Executive Coaching services to our regions Executive Directors and Board Chairs.

Almost overly committed to developing our communities' next generation of leaders, Judy is a professor in the MPA-Nonprofit Management and Nonprofit Management Certificate programs at Oakland University. She also currently serves on the Board of Directors for the Baldwin Center (Pontiac), the Rotary Club of Pontiac, and The Rotary Club of Pontiac Foundation. When looking for trusted guidance, it's hard to find someone more experienced and dedicated than Judy.

Romy Kochan

President & CEO, Gingras Global family of companies

Romy is the President & CEO of the [Gingras Global](#) family of companies. Gingras Global Inc, Gingras Global Development Inc, Gingras Global Groups, L3C, and non-profit fiscal sponsor, G1 Impact, all focus on sustainability and standards for social enterprise and impact investing. Gingras Global is based in Michigan serving a local and global clientele.

The Gingras Global team has consistently supported the development of strong social enterprise and impact investing reporting and standards. They have successfully designed, launched, and now administer several impact investing funds; administer impact investing transactions. In addition to funds, the Gingras team, under Romy's leadership, have supported more than 100 transactions to local social enterprises and gained notoriety for their templated reporting for private local social impact investing.

Romy is a [published author](#) on impact investing for social enterprise and frequent guest speaker. Articles can be found in the [Gingras Global Magazine](#). Romy is also the host of the popular podcast show [Bonfires of Social Enterprise](#), followed in more than 100 countries.

Prior to the 2011 Gingras Global launch, Romy spent 23 years in the financial industry of public investing. She has a strong expertise in investment and financial planning methodologies.

Romy obtained a Finance degree from Northern Michigan University in 1990. She then went on to obtain a CLU designation from the American College, and a Certified Financial Planning designation from the College of Financial Planning. Romy lives in southeast Michigan with her husband, Chris Kochan. She is greatly inspired by her two adult sons, Connor and Jentzen, and two wonderful grandchildren.



Andrew J. Goldberg

Attorney and CPA

High-growth companies come to me for one thing: They want to be confident and clear in the decisions they make and the direction they are heading as they face new challenges.

Most people think of their lawyer as someone who says “No” and prevents them from growing their business. Not me. My job is to find a way to say “Yes” and help business develop strategies to grow and face the challenges ahead.

But I’m not just your lawyer, I’m a voracious consumer of all things business. I stay on top of business management and leadership philosophies, HR trends, sales and marketing strategies, mergers and acquisitions reports, and more. And I learn all this from books I’m reading and podcasts I’m listening to (ask me for suggestions), conversation with my network of experts, and my favorite resource, the Harvard Business Review.

It’s quite simple for me: I love working with entrepreneurs and learning everything about business.

And if you want to know something unique about me: I love all things neuroscience, mental-models, how human biases affect how we learn and make decisions, and my guilty pleasure, power-washing.

I’ve been told my approach to practicing law is unique (when you meet me, you’ll find out). I’ll guide you in thinking and viewing situations from new and different perspectives. And I’ll do it with Passion. With Energy. With Knowledge. And With Experience.

I’m frequently involved in matters where legal, accounting and business issues intersect. I regularly counsel clients on business formations and corporate transactions, business continuity planning, operations and management of businesses, the accumulation and preservation of wealth for business owners, taxation, and contract matters.

I earned a B.S. in Accounting from Indiana University, and a J.D. from the University of Michigan. I’m also a Certified Public Accountant.

