

# MEANINGFUL WORK AND BUILDING AN ETHICAL FUTURE FORUM

Feb. 16 | Carnegie Mellon University, Simmons Auditorium

**E I E** ETHICS IN  
ENTREPRENEURSHIP

Carnegie Mellon University  
Heinz College

Carnegie Mellon University  
Tepper School of Business

## SPEAKERS

**Isabelle Bajoux-Besnainou, Ph.D.**, Dean and Richard P. Simmons Professor of Finance, Carnegie Mellon University, Tepper School of Business

Dr. Isabelle Bajoux-Besnainou is the Richard P. Simmons Professor of Finance and the 10th Dean of the Tepper School of Business at Carnegie Mellon University, a top ranked business school. Under her leadership, the Tepper School launched its first Diversity, Equity, Inclusion, and Belonging Strategic Plan and repositioned its brand as The Intelligent Future<sup>SM</sup>, where decisions are data informed and human driven. Committed to interdisciplinary education and collaborative research, Bajoux is expanding specialized master's programs, developing a Center for Intelligent Business, and increasing funding for students and faculty. She seeks to broaden the impact of research through thought leadership. Bajoux received a Ph.D. in mathematics applied to finance from University Paris IX - Dauphine.

**John Levinson**, Founder, President of Westway Capital

John Levinson has been identifying, analyzing, and investing in leading applied-technology companies throughout his career. He was a top-ranked technology analyst at Goldman Sachs for 13 years, founder of a pioneering tech hedge fund in 1994 at Westway Capital, and now a professional seed stage VC investor and advisor/ board member to young companies. Levinson has invested in over 50 early-stage technology, tech-based services, and healthcare companies. He is a trustee of The Nature Conservancy in Florida and President of Cannupa Foundation.

**Karthik Krishnan**, Venture Chair, Global CEO, NYU- Stern Professor & NACD Certified Board Director

Karthik Krishnan is a Venture Chair at Redesign Health, an Adjunct Professor at NYU Stern School of Business, and an NACD Certified Board Director. He was formerly the Global CEO of Britannica Group and is a recognized expert on education, healthcare, and information media. He is an advisor to IC3, UNICEF, and Global Business Coalition for Education on Youth Skills and Education. Krishnan believes in the transformative power of education and is passionate about enabling lifelong learning.

**Tolonda M. Tolbert, Ph.D.**, Co-Founder, Chief Strategy & Culture Officer, Eskalera

Dr. Tolonda Tolbert is the Co-Founder and Head of Strategy and Culture at Eskalera, Inc. She comes to the role with almost two decades of hands-on experience in Diversity & Inclusion (D&I) and culture change. Before Eskalera, she was a Senior Director of the Inclusive Leadership Initiative, a Consultant for Catalyst's Consulting Services, and the founder of consulting organization Diversity Speaks NYC. Tolbert

holds a BA from the University of Colorado, Boulder, and an M.A. and Ph.D. from Rutgers University; she is a published writer, scholar, and community activist.

**Andy Moss**, Board Member, Executive, Educator, Mentor/Advisor

Andy Moss is a technology executive, entrepreneur, and NYU Tandon School of Engineering faculty member. He has held numerous senior leadership positions, including advisor and/or board roles in Healthcare, Education, CivicTech, Social Ventures, Media, and New Infrastructure. After 17 years at Microsoft, he left to launch a startup and got involved in building the NYC entrepreneurial ecosystem with the NYU Entrepreneurial Institute and Blackstone LaunchPad initiative. Moss serves on the Steering Committee for the NYU Alliance for Public Interest Technology and several nonprofit boards, including The Jericho Project in New York City, which provides supportive housing for homeless families and veterans, and Govern for America which trains young leaders for positions in state government.

**Brandy Aven, Ph.D.**, Associate Professor of Organizational Theory, Strategy, and Entrepreneurship, Carnegie Mellon University, Tepper School of Business

Dr. Brandy Aven is an Associate Professor in Organizational Theory, Strategy, and Entrepreneurship at the Tepper School of Business, Carnegie Mellon University. Aven's research investigates organizational performance, entrepreneurship, and fraud, focusing on social factors that facilitate or undermine individuals' ability to coordinate with others and succeed. She has won numerous awards for her research and teaching, and her work has been covered by NPR, The Atlantic, Forbes, Bloomberg, and more. She works with and advises organizations to realize business value from data analytics and help their workforces to thrive.

**Erika Cheung**, Executive Director of Ethics in Entrepreneurship & Theranos Whistleblower

Erika Cheung is the executive director of Ethics in Entrepreneurship, a non-profit focused on embedding ethical questioning, culture, and systems in startups and startup ecosystems. She is most well-known for being a key whistleblower in the Theranos scandal, preventing the testing of patients with faulty technology. She builds cross-border networks between Asia and the US to fund and support healthcare, biomedical, and biotechnology companies.

**Cynthia Cooper**, Keynote Speaker, Board Member, Author, Advisor, CEO (CooperGroup)

Cynthia Cooper is an international keynote speaker, advisor, best-selling author, and advocate. She was named one of TIME Magazine's Persons of the Year for her role in uncovering and reporting WorldCom, one of the largest corporate frauds in US history. Cooper was the first woman to be inducted into the AICPA Hall of Fame and receive the American Accounting Association's Accounting Exemplar Award. She currently serves on numerous boards, including the National Association of State Boards of Accountancy CPT, and was also awarded the Maria & Sidney E. Rolfe Award for contributions to educating the public about economics, business, and finance.

**Dror Yaron**, Innovation Ethics Coach

Dror Yaron is the founder and principal at Ethics Coach, a Carnegie Mellon University spin-off helping purpose-driven business leaders to innovate more boldly and deepen their positive social and environmental impact. For 12 years at the CMU Robotics Institute, he facilitated conversations and coached professionals in education and other fields looking to build context-driven purposeful tech

practices. As a coach, community engagement leader, artist and educator, Yaron is committed to rebalancing societal power structures by building relationships, and through storytelling.

**Taya Cohen, Ph.D.**, Associate Professor of Organizational Behavior and Business Ethics, Carnegie Mellon University, Tepper School of Business; Past-President, International Association for Conflict Management

Dr. Taya Cohen is a tenured Associate Professor of Organizational Behavior and Business Ethics at Carnegie Mellon University's Tepper School of Business, and co-directs the Collaboration and Conflict Research Lab, and the Center for Behavioral and Decision Research. She recently served as President of the International Association for Conflict Management. Cohen's work on moral character, honesty, and negotiation is highly cited and has received international media attention from The New York Times, The Wall Street Journal, USA Today, NPR, BBC, and more. She has been awarded numerous grants to fund her work, most recently as a co-investigator of The Honesty Project, sponsored by a multi-million grant from the John Templeton Foundation.

**Daren Firestone**, Partner at Levy Firestone Muse

A former federal prosecutor and White House attorney, Mr. Firestone is a trial lawyer with a wide-ranging litigation practice that includes investigations, white-collar defense, civil litigation, plaintiff matters, and whistleblower representation. Firestone founded [www.cryptowhistleblower.com](http://www.cryptowhistleblower.com) to help whistleblowers earn rewards by exposing fraud in the crypto space.

**Sophia Yen, MD, MPH**, CEO & Co-Founder, Pandia Health

Dr. Sophia Yen is CEO and Co-Founder of the ONLY Doctor-Led birth control delivery company, Pandia Health. She graduated from MIT, UCSF Medical School, and UC Berkeley's MPH program. With 20+ years in medicine, she is a Clinical Associate Professor in Adolescent Medicine at Stanford Medical School. Her passion is Women's Reproductive Health. Yen is also a co-founder of SheHeroes.org, [fffl.co](http://fffl.co) (Female founded, Female Led), and the Silver Ribbon Campaign to Trust Women <https://oursilverribbon.org>

**Derek Leben, Ph.D.**, Associate Teaching Professor of Ethics, Carnegie Mellon University, Tepper School of Business

Dr. Derek Leben is Associate Teaching Professor of Ethics at the Tepper School of Business. His research focuses on principles of fairness and weighing harms from the perspective of a contractarian ethical theory, and how organizations can implement these principles into standards for AI and autonomous systems. He received his PhD from Johns Hopkins University in 2012, and taught ethics at the University of Pittsburgh for ten years before joining Tepper. Leben is the author of "Ethics for Robots: how to design a moral algorithm" (Routledge, 2018) and founder of the consulting group Ethical Algorithms.

**Michael Barber**, Director of Data Science R&D, Highmark Health

Michael Barber is Director of Data Science R&D at Highmark Health. With over 20 years of management and analytics experience in multiple industries, Barber has optimized scheduling and delivery processes, implemented lean and just-in-time production methods, and developed high-performing financial models.

He is an active member of the Society for Industrial and Applied Mathematics and a participant in the Analytics Leadership Consortium of the International Institute for Analytics. Barber holds a B.S. in Geoscience and an M.S. in Applied Mathematics.

**Rayid Ghani**, Distinguished Career Professor, Machine Learning Department, School of Computer Science and the Heinz College of Information Systems and Public Policy, Carnegie Mellon University

Rayid Ghani is a Professor in the Machine Learning Department in the School of Computer Science and the Heinz College of Information Systems and Public Policy at Carnegie Mellon University. His work focuses on increasing the use of large-scale AI/Machine Learning/Data Science in solving large public policy and social challenges in a fair and equitable manner. Ghani started the Data Science for Social Good Fellowship that trains computer scientists, statisticians, and social scientists from around the world to work on data science problems with social impact. Ghani served as the Chief Scientist of the Obama 2012 Election Campaign where he focused on data, analytics, and technology to target and influence voters, donors, and volunteers.

**Alison R. Smith**, Managing Director, Bernstein Private Wealth Management

Alison Smith has nearly 2 decades of experience working with entrepreneurs, families, foundations and investors. As a Managing Director at Bernstein Private Wealth Management, she advises high net worth clients on planning for—and living with—the complexities that come with wealth. Before joining Bernstein, Smith was a Partner at Rethink Capital Partners, and a Managing Director of Cornerstone Capital Group, as a registered investment advisor serving clients who want their investments to contribute to a more sustainable and inclusive world without sacrificing financial performance. Smith frequently speaks at conferences and guest lectures at universities on topics including: aligning your portfolio with your values, impact investing, strategic growth, authentic financial marketing, and how do you measure success.

**Eryn Correa**, Founder & Managing Partner of Correa Legal

Eryn Correa is the founder and managing partner of Correa Legal, a law firm that provides cost-effective legal solutions to entrepreneurs from concept to scale. She believes in empowering clients to make informed decisions about their legal needs and serving each person with respect and integrity. In addition to running Correa Legal, Correa is an adjunct professor at the University of Pittsburgh School of Law and serves as the Chair of Sustainable Pittsburgh. Correa was previously an associate attorney in Alcoa Corporation's Corporate Secretary's Office, focusing on securities and board governance matters, and was an associate with K&L Gates LLP in both their Pittsburgh and Dubai offices.

**Tae Wan Kim, Ph.D.**, Associate Professor of Business Ethics, Carnegie Mellon University, Tepper School of Business

Dr. Tae Wan Kim is an associate professor of business ethics at the Tepper School of Business at Carnegie Mellon University. Kim studies and teaches business ethics. Two main themes of his research are the future of the workplace and cross-cultural business ethics. He has published in Business Ethics Quarterly, Journal of Business Ethics, Ethics and Information Technology, Academy of Management Learning & Education, Proceedings of ACM CHI, ACM/AAAI, IEEE, and Oxford University Press. Kim is an editorial board member of Business Ethics Quarterly and the Journal of Business Ethics.

**Sophanite Gedion**, Senior Director of Programs, Govern for America

Sophanite Gedion is the Senior Director of Programs at Govern For America where she sets the strategy for program development, evaluation as well as recruitment and selection. Before joining the GFA team, Gedion worked to fight for more equitable outcomes in K-12 education in the public and private sectors. She started her career as an AmeriCorps Member and has worked to influence change as a classroom educator, school district administrator, and state department of education consultant. The professional experiences that have shaped Gedion most are working with the New York City Council Progressive Caucus, Denver Public Schools and the Center for Public Research and Leadership at Columbia Law School. She believes that education and community service are the root and stem of lasting change. Gedion holds a B.A. in Political Science from Colorado State University and an M.P.A from New York University's Robert F. Wagner Graduate School of Public Service.

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