



CHIEF EXECUTIVE OFFICER
[DIGITALUNDIVIDED](#)
LOCATION — REMOTE, USA



The Aspen Leadership Group is proud to partner with digitalundivided in the search for a Chief Executive Officer.

A visionary leader with a history of exceptional leadership, building and managing high-functioning executive teams, and overseeing healthy organizations, the Chief Executive Officer will provide strategic direction to and partner with an experienced team who oversee and manage the day-to-day activities of the organization, ensuring digitalundivided is well-positioned for success. The Chief Executive Officer will balance revenue and profit management, fundraising, partnerships, and operational excellence with leading by example and consistently demonstrating strong, values-based, ethical leadership qualities that inspire and motivate others.

Founded in 2012, digitalundivided is the leading non-profit leveraging data, programs, and advocacy to catalyze economic growth for Latina and Black women entrepreneurs and innovators. digitalundivided leads the global culture shift toward inclusive innovation through powerful, impactful, and unmatched thinking on topics ranging from accessing untapped reservoirs of innovation to creating a women-centered workplace. Along with groundbreaking data and research like ProjectDiane and innovative programs like the BIG Incubator, digitalundivided's staff leads over two hundred workshops, keynotes, and panel presentations each year with partners as diverse as corporations (Microsoft, Facebook, Prudential) to foundations (Kauffman, Surdna) to universities (Harvard, Yale).

The goal of digitalundivided is to create a greater world where all women of color own their work and worth, with a mission that moves the entrepreneurial ecosystem forward, to increase funding, access, and opportunities for women of color in business and innovation. digitalundivided builds diverse innovation ecosystems that focus on collaboration and untapped opportunities in these resource-rich communities. It hosts weekly lunch and learns, partners with other ecosystem builders in events, and serves as a bridge between tech and local innovation ecosystems.

Project Diane is the first biennial demographic study commissioned by digitalundivided to provide a snapshot of the state of Latina and Black women founders, and the startups they lead, in the United States. Named after civil rights icon Diane Nash, an esteemed organizer and anti-segregation strategist, Project Diane is digitalundivided's proprietary data initiative that provides a snapshot of the state of Latina and Black women founders in the tech and innovation ecosystems. As the first research study to quantify the entrepreneurial experience of women of color-founded startups in the U.S., the inaugural release of Project Diane documented the experiences of founders on their startup journey and sparked a national dialogue about inclusive innovation. Through Project Diane, digitalundivided has been able to help shift the startup ecosystem's focus to the need to increase investment into Latina and Black women-founded startups and build pathways for all founders to have equal access to funding.

Since the Project's first publication in 2016, there has been a significant increase in the number of Latina and Black women-founded startups, the average investment raised, and the number of founders who have the distinction of raising \$1 million or more in funding. In addition, engagement and general interest in entrepreneurship, tech startups, and the representation of women and people of color as founders and funders has increased dramatically. There is also greater social awareness of the barriers facing Latina and Black women entrepreneurs, the fastest-growing groups of entrepreneurs in the United States.

digitalundivided's research is a catalyst for action, using data to create system change. After the release of Project Diane in 2016, the amount raised by Black women founders increased by 500%, from \$50 million in 2016 to \$250 million in 2017. Funds like Backstage Capital and Impact America used data from Project Diane to raise investment funds to support Latina and Black women founders. digitalundivided's research has served as the foundation for the development of several key initiatives to expand entrepreneurship in Latina and Black women communities. Organizations like Black Girl Ventures, BioSTL, and Techstars used digitalundivided's research to help create their inclusive innovation programs. digitalundivided uses data from research initiatives to change the image of who can lead a company. In 2018, digitalundivided co-produced a groundbreaking, two-page pictorial spread in *Vanity Fair* that featured 27 Black women founders who have raised \$1 million or more.

In 2018, digitalundivided led the Startup Network project, which mapped the incubators, accelerators, funding sources, and entrepreneurial service organizations that comprise Newark's thriving startup ecosystem. This project led to the creation of the Startup Network advisory board, increased funding opportunities for local ecosystem partners, and expanded community initiatives such as Newark Tech Week.

BIG is digitalundivided's highly competitive 12-week program designed for Latina and Black women entrepreneurs who are ready to test their idea and launch to market. digitalundivided provides participants with its evidence-based curriculum, an immersive experience led by industry leaders, 1:1 mentorship, and exclusive access to a community of like-minded founders. BIG allows entrepreneurs to build and refine product MVP based on customer feedback, develop a scalable revenue and financial model, create a compelling pitch to prepare for fundraising, and so much more. The BIG program is open to Latina and Black women founders based in the United States or its territories and is aimed specifically at companies with a strong tech component that are pre-revenue and just about to go to market.

digitalundivided also has programs for companies that are already generating revenue. BREAKTHROUGH, sponsored by JPMorgan Chase's Advancing Black Pathways, provides founders with a deeper understanding of their customers, startup funding, growth marketing strategies, and networking opportunities to scale their ventures. The Do You Fellowship is another digitalundivided program that supports existing Latina and Black woman-founded businesses. The Do You Fellowship selects 15 promising Latina and Black women entrepreneurs and innovators for this one-year program that helps founders access the tools, resources, and networks necessary to supercharge their business. The goal is to support these women in their quest to reach the \$1 million mark in revenue or funding.

REPORTING RELATIONSHIPS

The Chief Executive Officer will report to the Board of Directors led by Co-Chair Yemi Akisanya and Larry Wilson. The Chief Executive Officer will directly supervise five staff: the Chief Operating Officer; Head of Partnerships and Events; Senior Director of Branding, Marketing, and Communications; Chief of Staff and Operations Lead; and Senior Director of Research, Evaluation, and Data. There are currently 22 total staff.

FROM THE CHAIRS

There has never been a more promising and pivotal moment to step into the role of Chief Executive Officer at digitalundivided. As the world increasingly recognizes the importance of inclusivity and equality, our organization stands at the forefront of empowering Latina and Black women entrepreneurs and innovators. We are on the cutting edge of harnessing the power of data and our innovative programs to fuel economic growth for our founders. This presents an unprecedented moment for us to create a profound and lasting impact, driving remarkable change in the entrepreneurial landscape. The convergence of our expertise, resources, and the current climate sets the stage for us to make a transformative difference like never before.

By joining us as Chief Executive Officer, you will have the chance to build upon this momentum and take our organization to new heights. You will have the privilege of working alongside talented and dedicated individuals who share a deep commitment to our mission. Fostering a culture of collaboration, empowerment, and innovation will not only fuel our team's growth but also propel our organization to new heights. By harnessing the collective expertise and passion of our team, you will be able to maximize our impact and drive positive change.

Advocacy is at the heart of our mission, and your role as Chief Executive Officer will be pivotal in championing our cause. Your commitment to advocacy will strengthen our organization's position as a catalyst for change and inspire others to join us in our mission.

This is a great time to become the Chief Executive Officer of digitalundivided because together, we can drive tangible outcomes and create lasting change. Your expertise and dedication will shape the future of our organization and empower countless women to overcome barriers and achieve their entrepreneurial dreams.

Join us in this extraordinary journey of empowerment, innovation, and inclusion. Together, let's write the next chapter of digitalundivided's remarkable success story.

—Yemi Akisanya and Larry Wilson Co-Chairs, Board of Directors

PRIMARY RESPONSIBILITIES

Strategic Leadership

The Chief Executive Officer will

- provide strategic direction to and partner with an experience team that oversees operations and manages day-to-day activities, ensuring the organization is well-positioned for success;
- prioritize a process every three to five years to update, develop, and implement a comprehensive strategic plan that will drive the organization forward by both program expansion and exploring new growth opportunities to ensure measurable impact;
- encourage diversity, belonging, equity, and inclusion by promoting a workplace that values different perspectives, backgrounds, and experiences in all interactions with stakeholders;
- ensure that team members have clear direction and purpose by setting expectations and goals, and establishing a supportive and inclusive leadership style that empowers individuals to reach their full potential; and
- foster a culture of optimism, excellence, and continuous improvement by providing regular feedback and opportunities for skill-building and knowledge sharing.

Financial Management

The Chief Executive Officer will

- in partnership with leadership team members and the Board, oversee the organization's financial operations and ensure its long-term financial stability and growth while ensuring transparency and accountability; and
- ensure that all funding sources are effectively managed to achieve the organization's goals and objectives sustainably.

Revenue Generation, Fundraising, and Impact

The Chief Executive Officer will

- develop and deploy a broad strategy that consistently and predictably ensures the year-over-year flow of resources to support operational excellence, program sustainability, and organizational growth;
- support organizational programs and initiatives by securing a portfolio of funding from various sources, including grants, corporate sponsorships, partnerships, and donations; and
- create accurate and persuasive reporting that showcases the impact of funded programs and initiatives, increasing the opportunity to secure ongoing support.

Communication and Advocacy

The Chief Executive Officer will

- develop and maintain effective communication with stakeholders, employees, volunteers, founders, partners, and the public, building awareness and support for the organization's mission and impact;
- serve as a spokesperson for digitalundivided, representing the organization to various stakeholders, including the media, government agencies, and the broader corporate and non-corporate communities; and
- liaise with federal, state, and local political and business leaders to champion the advancement of Black and Latina women in business and build strong partnerships with top mentors, donors, and experts in the startup field.

Partnership Development

The Chief Executive Officer will

- build and maintain strong, sustainable relationships with potential and existing partners;
- support strong shared ownership of stakeholder relationships and partnerships by leadership team members; and
- routinely evaluate partnerships to ensure goal achievement and identify improvement areas.

Program Management

The Chief Executive Officer will

- oversee the development and implementation of programs that support Latina and Black women entrepreneurs, including access to capital, business training and mentorship, and networking opportunities; and
- leverage research efforts to understand the startup ecosystem and key stakeholders needed to identify new growth opportunities and develop new programs that serve the community's needs.

Board Support

The Chief Executive Officer will

- foster strong relationships with Board members, encouraging their involvement and commitment;
- ensure that the Board is aligned with the organization's overall strategic direction and vision and work with the Board to translate that vision into actionable initiatives for leadership team members; and
- seek out new opportunities to build Board engagement in meaningful ways.

BOARD OF DIRECTORS

The digitalundivided Board brings together a wealth of experience and expertise, with each member making significant contributions in their respective fields. Collectively, these highly respected leaders possess decades of experience, representing a diverse range of industries such as Healthcare, Finance, Investment Management, Technology, and Renewable Energy.

The Board of Directors is supported in its mission by the following members: Yemi Akisanya, Vice President of Justice, Equity, Diversity, Inclusion and People Experience at Axon; Angela Nurse, Vice President, Management Supervisor at the BGB Group; Kanayo Oweazim, Diversity, Equity, and Inclusion Program Manager at JPMorgan Chase & Co.; Alexis Rathborne, Managing Director of Investments at Trident; Larry Wilson, Managing Director at Morgan Stanley; and Rodrigo Zavala, President, CEO & Partner at StarSolar.

Together, the collective experience and leadership of the Board members form a powerful force that guides digitalundivided's mission. Their deep understanding of their respective fields and commitment to diversity and inclusion drive the organization's strategic initiatives and ensure the delivery of impactful programs and initiatives for underrepresented entrepreneurs.

BOARD LEADERSHIP

Yemi Akisanya

Co-Chair, Board of Directors

Yemi Akisanya is currently Vice President of Justice, Equity, Diversity, Inclusion, and People Experience at Axon. Prior to this role, he served as Groupon's Global Head of Diversity, Equity, and Inclusion focused on creating short- and long-term plans to help build a more diverse, equitable, and inclusive culture for Groupon's merchants, customers, and teammates.

Prior to Groupon, Yemi served as a Head of Diversity and Inclusion at Options Clearing Corp (OCC). He was responsible for building the first-ever Diversity and Inclusion office at the Clearinghouse where he focused on attracting and retaining top talent, increasing diverse representation across all levels, and reducing inequity in pay rates. Yemi consulted on critical communication strategies, organizational change processes, and the future of work that aligns with the organization's objectives and values.

Yemi serves on the Board of Directors at Chicago State University Foundation and i.c.stars, a program that provides technology-based workforce development, leadership training, and access to career opportunities for low-income adults in the Chicago area in addition to serving as Chair, Board of Directors for digitalundivided.

Yemi is a guest lecturer in Communication and Leadership Development at Northwestern University's Kellogg School of Management, where he also serves on the Diversity, Equity, and Inclusion Advisory Committee.

Yemi is a graduate of Northwestern University's Kellogg School of Management MBA program. He also holds a Master of Science in Communication from Northwestern University, and a bachelor's degree in management information systems from Southern Illinois University.

Larry Wilson

Co-Chair, Board of Directors

Larry Wilson manages the Morgan Stanley North America Structured Notes Sales team, originating and distributing cross-asset structured investments to financial advisors within private banks, wire-houses, regional banks, and independent broker dealers. He is a member of the Global and Americas Equity Operating Committee, ISG Diversity Committee and IED Diversity Committee.

Prior to joining Morgan Stanley, Larry spent 16 years at J.P. Morgan, 12 of which were spent on the Structured Investments team, first as a senior salesperson, and eventually as the team's manager. Under Larry's leadership, J.P. Morgan and Morgan Stanley has been named Structured Products "House" of the Year for US and Americas over five times. Morgan Stanley was most recently awarded the recognition in 2021 after only three years of Larry assuming his responsibilities. Additionally, Larry was named "Personality" of the Year by Structured Retail Products in 2019.

Larry's philanthropic endeavors include serving as a board member for DigitalUndivided (www.digitalundivided.com) and a PGA Reach Trustee (www.pgareach.org).

Larry has a Bachelor of Science from Oakwood University and a Master of Business Administration from University of Chicago–Booth.

PREFERRED COMPETENCIES AND QUALIFICATIONS

digitalundivided seeks a Chief Executive Officer with

- a commitment to the mission of digitalundivided—to create a greater world where all women of color own their work and worth;
- non-profit leadership experience and a history of driving impact in the role of Chief Executive Officer or a similar role;
- a commitment to diversity, equity, and inclusion, with a deep understanding of the challenges facing Black and Latina women entrepreneurs;
- experience recruiting, managing, mentoring, and inspiring a diverse team, utilizing a flexible and adaptable style;
- cultural competency, including experience working with racial and gender-diverse communities;
- strategic planning and execution skills and an ability to develop and implement effective programs and initiatives;
- financial acumen and experience managing budgets and ensuring the financial stability of an organization;
- excellent interpersonal and communication skills including an ability to build and maintain strong relationships and partnerships with various stakeholders;
- experience with a diverse portfolio of go-to-market and revenue-generation tactics; and
- experience using project and communication management software such as Asana, Monday.com, and Slack.

digitalundivided will consider candidates with a broad range of backgrounds. A bachelor's degree or an equivalent combination of education and experience and at least seven years of non-profit leadership experience in organizations focused on historically marginalized communities is preferred.

LOCATION

This is a remote position.

SALARY AND BENEFITS

The salary for this position is \$225,000 to \$256,000 annually. digitalundivided offers a comprehensive benefits package including health, dental, vision, FSA, 403b employee match, and generous vacation and flex time.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of digitalundivided as well as the responsibilities and qualifications presented in the prospectus.***

digitalundivided is an equal opportunity employer and is committed to promoting diversity, equity, and inclusion in all aspects of its work. Individuals from historically marginalized communities, including Black and Latina women, are encouraged to apply.

To apply for this position, visit: [Chief Executive Officer, digitalundivided](#).

To nominate a candidate, please contact Clare McCully: claremccully@aspenleadershipgroup.com.

All inquiries will be held in confidence.