

## STRATEGIC ADVISORY BOARD



### **RAJ SISODIA**

#### Co-chair Strategic Advisory Board

A thought leader of the Conscious Capitalism movement, Raj Sisodia is the FW Olin Distinguished Professor of Global Business and Whole Foods Market Research Scholar in Conscious Capitalism at Babson College. He is also Co-Founder and Co-Chairman of Conscious Capitalism Inc. He was previously Trustee Professor of Marketing and the Founding Director of the Center for Marketing Technology at Bentley University. He has a Ph. D. in Business from Columbia University. Raj is the co-author of the New York Times bestselling book *Conscious Capitalism: Liberating the Heroic Spirit of Business* (Harvard Business Review Publishing, 2013). He is also co-author of the Wall Street Journal bestseller *Everybody Matters* (2015) and *Shakti Leadership: Embracing Feminine and Masculine Power in Business* (2016).

Raj has published nine books and over 100 academic articles. His book *The Rule of Three: How Competition Shapes Markets* (2002) was a finalist for the Best Marketing Book Award from the American Marketing Association. His book *Firms of Endearment: How World Class Companies Profit from Passion and Purpose* was named one of the ten best business books of 2007 by Amazon.com. He has consulted with and taught executive programs for numerous companies, including AT&T, Nokia, LG, Kraft Foods, Whole Foods Market, Siemens, Sprint, Volvo, IBM, Walmart, Rabobank and McDonalds.



### **KAREN SAMMON**

#### Co-Chair, Culture & Communications Committee

Karen Sammon is a purpose-driven CEO, Management Executive, and Board Member with successful record of spearheading turnarounds, driving high growth and leading M&As through vision, strategy and organizational development for public and private companies. As a global leader, she steers business and operational model transitions – increasing market share, gross revenue and EBITDA, enabling organizations to scale.

Karen sets a strong focus on governance, compliance and tone at the top, exceeding business growth projections through partnerships, products, and technology. She is for delivering stability and strength, strategically cultivating and empowering collaborative, engaged and high performing teams, through servant leadership and authenticity.

Karen is a Board Member of Conscious Capitalism, Inc., a global network of business leaders, entrepreneurs, and intrapreneurs, and is the Governance Committee Chair, sits on the Executive Committee and contributes to several Task Forces. Over the past decade, Karen was the CEO and President at PAR Technology Corporation and SVP Operations at CBORD, a Roper Industries Company where success was the result of building a healthy culture.

She earned Executive MBA credit from Harvard Business School, holds a JD from the University of Cincinnati, and is admitted into the Bar in the States of Illinois and New York.

Karen is joining LifeGuides on a part-time basis (500 hours per year), to assist in operations, corporate culture, sales, investor relations and with special projects. She is the Co-Chair of the Strategic Advisory Board.



**MICHAEL J. GELB**  
Co-chair Strategic Advisory Board

Michael is the world's leading authority on the application of genius thinking to personal and organizational development. He is a pioneer in the fields of creative thinking, accelerated learning, and innovative leadership. Gelb leads seminars for organizations such as DuPont, Merck, Microsoft, Nike, Roche and YPO. He brings more than 35 years of experience as a professional speaker, seminar leader and organizational consultant to his diverse, international clientele. Michael is the author of 15 books on creativity and innovation including the international best seller *How to Think Like Leonardo Da Vinci: Seven Steps to Genius Every Day*.

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**DAVID GARDNER**  
Co-chair Strategic Advisory Board

David is Co-Founder and Co-Chairman of The Motley Fool Individual Investor Advisory. He was a writer for Louis Rukeyser's Wall Street newsletter before forming Motley Fool. David is the lead advisor on The Motley Fool Rule Breakers advisory service, and co-lead with his brother Tom on The Motley Fool Stock Advisor, the company's flagship subscription offering. His investment philosophy favors passive long-term holding of dynamic growth stocks, and has a long list of winners, including early selections of America Online and Amazon.com, as well as recent multiples earned on Netflix, Marvel and Intuitive Surgical.

He is also the inventor of Motley Fool CAPS, a site that features the community intelligence of 75,000+ ranked stock pickers drawn mainly from The Motley Fool Community. The Motley Fool has recently launched an online newsletter called "Supernova" which chooses from David Gardner's 150 or so stock picks and puts them into two portfolios: "Odyssey" for aggressive investors and "Phoenix" for people closer to retirement.

He is the elder brother of Tom Gardner. The Gardner brothers have co-authored several books, including *The Motley Fool Investment Guide*, *You Have More Than You Think*, *Rule Breakers*, *Rule Makers*, *The Motley Fool Investment Guide for Teens*, and *The Million Dollar Portfolio*.

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**DR. CHRISTOPHER JONES**  
Business Advisor & Networker

Educated at the University of Oxford with dual degrees in health economics and biology, Dr. Jones is widely recognized for his health economics and outcomes research evaluations of in-vitro fertilization (IVF) that resulted in annual financial savings up to USD 100 million to the National Health Services (NHS), without compromising women's success rates. In 1999, he invented evidence-based fertility insurance, a concept which is now being implemented internationally. He also founded the first website to give women population-based information concerning their chances of taking home a baby following IVF.

Dr. Jones has authored and co-authored scholarly articles that have appeared in such places as the *New England Journal of Medicine* and *British Medical Journal*.

He currently works in venture capital, networking with existing and future entrepreneurs in early investment opportunities in Health Tech and Cybersecurity.



**JENNIFER BORISLOW, CLU**  
Sr. Advisor, Corporate Benefits

Jennifer Borislow is the Founding Principal of Borislow Insurance. She is a nationally recognized expert, author, speaker and thought leader on employee benefits, insurance and related business strategies. As Chief Executive Officer and strategic coach of the organization, Jennifer focuses her energy on helping the agency create a unique experience for our clients and doing it all with a personal touch. For 36 years, Jennifer has helped business owners, executives and professionals develop a clear, forward-looking strategic vision for their organization that leverages employee benefits, risk management and much more.

She is the co-author of four books, Bend the Healthcare Trend, Inspire to Act and Inspire to Act for Kids with her business partner, Mark S. Gaunya. Inspire to Act is a collection of stories helping others to embrace the power of kindness.

Jennifer is Past President of the Million Dollar Round Table (MDRT), a premier international, association of leading financial services professionals. She is also a leading member of prominent industry associations such as TOT, NAIFA, NAHU and AALU, as well as several carrier/broker advisory councils. She has quoted and published in Advisor Today, Business Week, Life Insurance Selling, Boston Globe and other trade journals and publications.

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**JODY HOLZMAN**  
Sr. Advisor, Business Partnerships

Jody is founder and Senior Managing Partner of Longevity Venture Advisors LLC, where he works with innovative entrepreneurs, venture investors, public companies and non-profit organizations to successfully leverage business opportunities in the \$7.6 trillion Longevity Economy. He is a recognized expert on innovation, products and services of relevance to the aging population – as well as the opportunities and challenges presented by the demographic wave. He was recently recognized as a Top 50 Influencer in Aging by Next Avenue/NPR.

Jody was previously AARP's Senior Vice President of Market Innovation where he built the first program to spark innovation in the market that benefits people over 50. In this role, he developed the concept of the \$7.6 trillion Longevity Economy. Jody launched the Longevity Network [www.longevitynetwork.org](http://www.longevitynetwork.org) with United Healthcare, a destination for entrepreneurs, investors, and industry. He also built the health-focused research consortium, Project Catalyst, including United Healthcare, Pfizer, Medstar Health and Robert Wood Johnson.

Jody holds a graduate degree from the University of Chicago. He is a Managing Director of Match Point Partners, a healthcare advisory firm and investment bank. His work has been published in Venture Capital Review, American Banker, Journal of Business Strategy, Competitive Intelligence Magazine and Competitive Intelligence Anthology. His achievements have been recognized in Bloomberg Businessweek, CNBC, Financial Times, Forbes, Fortune, Information Week, Marketplace, NY Times, PBS News Hour, VentureBeat, and other media.

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**RYAN BIFULCO**  
Online Sales Advisor & B2B Strategy

Ryan is Founder & CEO of Travel Spike and Co-founder of @Knapsack. He has twenty years experience in the digital business world and eighteen years in the travel, hospitality and tourism business. He speaks at top travel industry conventions and contributes to hotel blogs and travel industry websites such as MediaPost. His specialties include: digital strategy, interactive travel marketing, online advertising, social media marketing, digital pr, travel seo, revenue management, travel distribution. Ryan's platform manages more hospitality ads than TripAdvisor.



**MARK MCDONOUGH**  
Business Advisor & Networker

Mark is CEO of Serenitee Restaurant Group, the largest restaurant group north of Boston. His personal focus is on enhancing hospitality, marketing, and building systems that measure and increase performance.

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**SERGUEI NETESSINE**  
Business Advisor & Networker

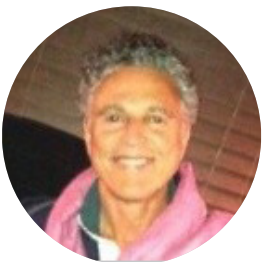
Serguei Netessine is Vice-Dean for Global Initiatives and Dhirubhai Ambani Professor of Innovation and Entrepreneurship at the Operations, Information and Decisions Department of the Wharton School, University of Pennsylvania.

Prof. Netessine received BS/MS degrees in Computer Science and Electrical Engineering from Moscow Institute of Electronic Technology. After working for Motorola and Lucent Technologies, he received MS/Ph.D. degrees in Operations Management from the University of Rochester. He has worked on business model innovation and operational excellence with numerous government and Fortune-500 organizations including the FAA (USA), Government of Singapore, Lockheed Martin, Procter & Gamble, McDonald's, Rolls Royce, Comcast, Expedia, ABB and US Air Force.

Prof. Netessine regularly participates in forums on Innovation and Entrepreneurship, including World Economic Forum in Davos and World Knowledge Forum in Seoul. He was a member of the "Future of the Economy" committee for Singapore Government.

A prolific writer, Professor Netessine holds senior editorial positions at leading academic journals and has co-authored publications in prominent management journals, including: Management Science, Marketing Science, Operations Research, Harvard Business Review and other. His work has received extensive media coverage in CIO Magazine, The Economist, Forbes, Huffington Post, Multichannel Merchant, New York Times, US News, Business Standard and Strategy & Business and other press.

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**JUD IRELAND**  
Business Advisor & Mission-Driven Entrepreneur

Jud was the first cash investor into LifeGuides, after Mark seeded the enterprise for a couple years of early research and testing. He was our first Founding Angel Investor.

Jud is Chairman of Wisdom Trust Capital and EDR Global, which engages over 168 Chinese TV stations in 30 cities to promote environmental education and Earth Day events. In 2009

Jud was the only American member of the Chinese Beijing Environmental Exchange allowed to invest, trade and advise Chinese companies on carbon trading.

Jud is Chairman of GummiWerks, which is developing LUVLI, an innovative next gen female condom (soon to be launched). She is also Chairman of Naked Luxury condoms. Both brands have a strong social conscience and vision.

Jud served as Chairman of the environmental organization Big Blue Foundation which pioneered "Electronic Democracy." Founded by Mark McLaughlin and Regina Cleveland, it was known for controversial hard hitting Environmental PSA films featuring James Earl Jones asking (with success) that President Bush attend the First Earth Summit in Rio -- and with Paul Newman asking the President to "Save the National Forests" -- which President Clinton did. Big Blue was endorsed by the UN and 8 top environmental groups.



**IN MEMORIAM OF BARBARA MARX HUBBARD (1929-2019),**  
our advisor, colleague, and friend for her tremendous help and  
guidance launching LifeGuides.

Barbara was a world-respected futurist, author and public speaker. She was credited with the concepts of 'The Synergy Engine' and the 'birthing' of humanity. As an author, speaker and Co-founder/President of the Foundation for Conscious Evolution, Barbara posited that humanity now, as never before, is on the threshold of a quantum leap. If we are able to integrate newly emergent scientific, social, and spiritual capacities, we could transform ourselves to move beyond our current global crises to a magnificent future equal to our vast new potential.

She has a biography by author Neale Donald Walsch, *The Mother of Invention: The Legacy of Barbara Marx Hubbard and the Future of "YOU."* Her name was placed in nomination for the vice-presidency of the United States on the Democratic ticket in 1984, and at which convention she gave a speech upon being nominated.

***Barbara will remain in the thoughts and hearts of our team.***